

THE

# QUILL

A MAGAZINE FOR JOURNALISTS

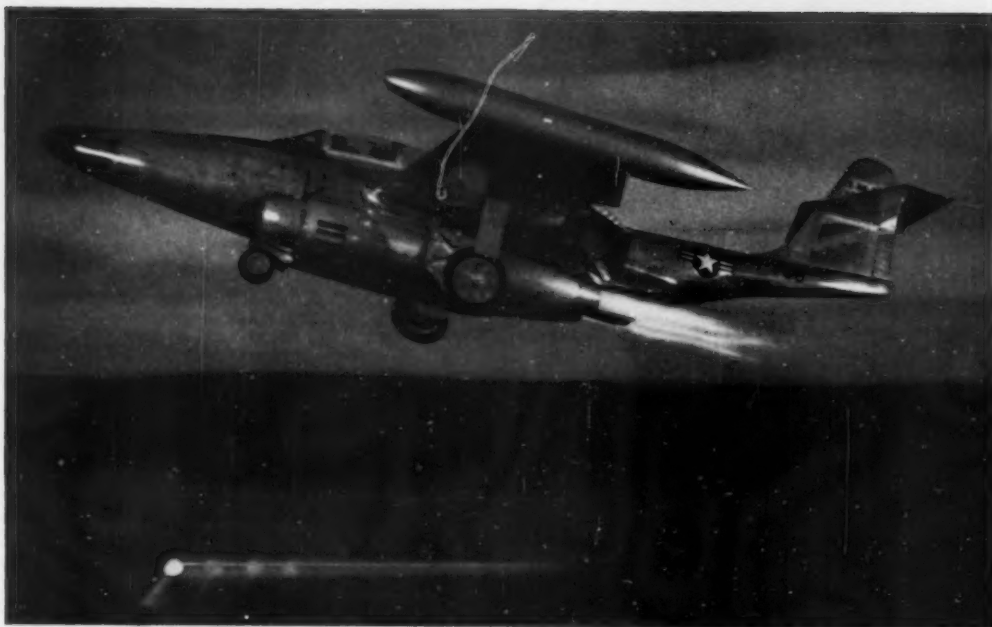


October, 1952

A PRESIDENTIAL CAMPAIGN HAS ITS LIGHTER MOMENTS  
Newman smiles with Adlai Stevenson during a press conference  
at the Democratic candidate's Springfield, Ill., headquarters.

UNION: 1952-1953

30 Cents



**NEW SCORPION F-89** jet fighter tucks in its wheels and climbs with afterburners blazing on night interceptor mission. Jet flames show how F-89 eats

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Defense authorities have issued an urgent call to U. S. oil companies for sharply increased supplies of jet fuel, as a result of greatly stepped-up air activity.

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#### SOME REASONS WHY U. S. OIL USAGE IS NOW AT ALL-TIME HIGH

1945



1952



**2 JET FIGHTERS NOW USE AS MUCH FUEL AS AN ENTIRE WORLD WAR II FIGHTER SQUADRON FLYING SAME MISSION**

**25.6**  
MILLION



**41.5** MILLION  
(estimated)



**PEOPLE TODAY OWN MORE CARS**, drive further than ever before. Car owners will use an estimated 27 billion gallons of gasoline this year—an increase of almost 109% since 1945.

**2.5** MILLION



**6.3** MILLION (estimated)



**FAR MORE AMERICANS** than ever before now enjoy the comfort and economy of oil heat. Heating oil demand has jumped 103 since 1945.

# Bylines in This Issue

**T**HIS Fall members of Sigma Delta Chi, professional journalistic fraternity, will go to Alton, Ill., to place a historic marker in memory of an editor who refused to be deterred from his opposition to slavery by "either the fear or favor of man."

In "How America's First Press Martyr Gave His Life for Freedom" (page 8), **Irving Dilliard** has put the story of the Rev. Elijah P. Lovejoy's fight for principle and his death at the hands of a mob in the form of a contemporary dispatch. The editors believe other journalists will find this article with a fanciful dateline but a factual story as fascinating as they did.

Irving Dilliard, a crusading newspaperman himself, has made Lovejoy one of his professional interests. As editor of the editorial page of the St. Louis *Post-Dispatch*, he has lived and worked for years near the scene of Lovejoy's martyrdom.

He has been on the *Post-Dispatch* staff since 1928, after his graduation from the University of Illinois and graduate studies at Harvard University. (He returned to Harvard a decade later as a Nieman Fellow.) He was made chief of its famed editorial page in 1949, after nearly twenty years of editorial writing.

He has contributed to various magazines and been Midwestern correspondent for the *Christian Science Monitor*, the *Nation* and the *New Republic*. He served in France and Germany during World War II, after attending the Military Government School, and left the Army with the rank of lieutenant colonel.

He is a former national president of Sigma Delta Chi and received the journalistic fraternity's highest honor when he was elected a national Fellow last year.

**I**N introducing Walter T. Ridder last month, Bylines in This Issue predicted that his "Decline and Fall of the Press Conference" would "probably" bring retorts from rival news mediums. The prediction proved true as soon as the magazine hit the mails. On page 10 of this issue **Joe Hainline** counterattacks with "Televized Interview Is Seen as the Public's Gain." (A third viewpoint will appear next month.)

The positive approach which Joe Hainline displays in his analysis of the past, present, and future of press conferences is not limited to controversies about the place of television.

A positive attitude toward every news paragraph is one of the distinguishing marks of Joe's evening newscasts from WJR in Detroit.

Hainline was two years out of the University of Missouri and just getting on speaking terms with the microphone in Springfield, Mo., when he was tapped for the Army in 1940. He was assigned as a Military Government officer and helped draw up plans for the occupation of Japan. When a training accident at Fort Ord, Calif., incapacitated him for active duty, he put his knowledge of Japan to use as a war correspondent.

As NBC representative in the Pacific, he reported fleet operations at Iwo Jima, Okinawa, and the Third Fleet strikes on Japan. He is credited with the first live broadcast from Mt. Suribachi on Iwo Jima. He reported the surrender aboard the Missouri.

In 1946 he was assigned, first to Cleveland, and then to the NBC newsroom in New York, where he reported the opening sessions of the United Nations, before going to WJR.

**"I**t would appear that I have about as much license to be writing about one of the nation's leading crime reporters as would a *Pravda* correspondent to be covering the New York Giants," says **Edgar C. Scott Jr.**, "but as the *Pravda* man doubtless would find such an assignment a welcome change of pace, so have I found the story about Ted Link."

The author of "He's Met All the Hoodlums on a National Crime Beat" (page 12) has shown himself highly capable of such a change of pace. Theodore C. Link of the St. Louis *Post-Dispatch* has dug out connections between the underworld and politics that have been of great use to the Kefauver Committee and have had their impact on leading politicians. Scott has portrayed the man and told the story of his exploits with names, places and dates.

Scott is a Missourian who sold newspaper advertising after his graduation from the University of Missouri School of Journalism in 1937.



EDGAR C. SCOTT JR.

During World War II, however, the Army Air Force assigned him to public relations and he has been on the news side since. He is now writing about shoes, clothes, and the advertising business as a member of Fairchild Publications' St. Louis bureau.

**T**HE government "press agent" has been under frequent fire both from newspapermen and economy-minded congressmen, although both make use of him. **Harold Duane Jacobs** is able, in "Information Corps Has Woes as Well as Faults" (page 7), to view both sides of this controversy with some detachment. Now retired, he spent thirty years as reporter and editor before serving the government for another six years.

A native of Michigan, he reports that he was expelled from high school as a "disturbing element" and is now, on his Maryland farm, trying to catch up on his education by subscribing to sixteen daily newspapers, eight weeklies and twenty-two magazines. He started newspaper work on the old Kalamazoo (Mich.) *Telegraph* in 1908, taking a 90 per cent pay cut from his job as a sign painter.

He moved on to the *Detroit Journal*, where he found himself acting city editor before he was of age. He joined the *United Press* in Chicago and became manager of several major bureaus. While in Dallas, he covered the Pershing expedition into Mexico.

Later, as cable editor of the *UP* in New York during World War I, he says he was "lucky enough to do the obvious" by christening Major Whittlesey's outfit "The Lost Battalion."

He became New York manager of *UP* in 1920 and managing editor of the *Washington News* in 1921. He helped start the *Baltimore Post* for Scripps-McRae in 1922 and was its editor until 1929 when he was named editor of the *Pittsburgh Press*. He was later managing editor of the *New Bedford Standard-Times* and editor of the *Santa Barbara Press* until he entered government service in 1938.

A two year tour as assistant administrator of the Wage and Hour Division of the Department of Labor included the initiation of the code covering newspapers. He reorganized Army public relations under General Marshall and in 1943 headed the newsreel division of the Bureau of Motion Pictures (O.W.I.). He was managing director of Press Research Inc. (now the Congressional Quarterly) in 1945-6.

**S**TUDENTS of psychology, anthropology, and some of the other social sciences sometimes like to point



Advertisement

## From where I sit by Joe Marsh

### Wonder How Miss Gilbert Is in "History"?

By now I guess you've heard about the spelling errors in the kids' report cards this week.

*A typical card looked like this:*

Arithmetic.....	B
Geography.....	B—
Spelling.....	C
Grammar.....	B

*I don't know if Miss Gilbert, the principal, actually wrote those cards, but she took full responsibility. This morning I hear she got up in the Assembly Hall—before all the students—and started writing GRAMMAR with two "a's" on the blackboard 100 times!*

From where I sit, I'll bet this makes her even more popular with the students. It's nice to see an expert admit she occasionally makes a mistake. Too many so-called "experts" claim they're never wrong on such subjects as what you or I ought to eat . . . what we should wear . . . whether we should enjoy beer or buttermilk. A really wise person never claims to "know all the answers" all the time.

*Joe Marsh*

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out that the exact impression which a word conveys to an individual is likely to depend as much upon that particular individual's background as upon a dictionary definition.

Sharply emphasized for **John D. McKee**, when he returned to the academic world after several years of activity in reporting, editing, and public relations, was the validity of this contention. His experience provides the basis for "Journalistic Still Viewed as a Dirty Word" (page 11).

McKee received his A.B. degree at Kansas Wesleyan University in 1943, his M. A. in English at the University of New Mexico in 1952.

At Wesleyan he worked in the public relations office where he turned out releases for the Kansas press, and also wrote three 15-minute radio scripts a week. During the summers he worked for the Glasco (Kans.) Sun and the Phillips County (Kans.) Review.

Between degrees he was general reporter, sports editor, and editorial columnist for the Raton (N. M.) Range, reporter and rewrite man for the Albuquerque (N. M.) Tribune, and then joined the public relations staff of the University of New Mexico where he became managing editor of the University of New Mexico Alumnus.

Publications which have carried articles by McKee, in addition to the QUILL, include the Denver Post, Extension, Social Science Quarterly, Hygeia, Today's Health, Radio Mirror, and Atlantic Monthly. He is now completing an autobiographical book about cerebral palsy, "Two Legs to Stand On."

**H. G. MAAS**, whose experiences as a Washington researcher figure in "You Name It . . . D. C. Has It" (page 17), is a

University of Michigan graduate who served in World War I, studied writing at the University of California at Los Angeles, and then became a businessman in Indianapolis.

During World War II, he served on the Washington staff of the Foreign Economic Administration, and after hostilities ended he established the Washington Commercial Co. specializing in Washington research for editors, publishers, advertising agencies, and business.



H. G. MAAS

THE QUILL for October, 1952



# THE QUILL

A Magazine for Journalists  
Founded 1912

Vol. XL

No. 10

## We May Even Be Ahead of the Critics

SOMETIMES have the uneasy feeling that while we journalists are adept at criticizing all and sundry, we do not take criticism too gracefully. Perhaps this is because when we criticize we do it for the public good as a right and duty guaranteed by the Constitution. When we are criticized, we are prone to cease to be a profession and become a business. Our livelihood is threatened and we take a dim view.

I am no exception. It was a pleasure, therefore, to find some very high level criticism of the press with which I could not only chuckle in agreement but could actually feel that, as a journalist, I was possibly ahead of the critics. It occurred when a panel of four distinguished scholars of as many nationalities criticized the press before the International Press Institute in Paris last May. An abstract of the discussion was printed in a recently published IPI bulletin.

One of the four was Denis Brogan, professor of political science at Cambridge University, England. I was Prof. Brogan's man from the moment he introduced himself as "one of the few people who had been sacked both from the *Times* of London and the *Manchester Guardian*" although he "had, however, recovered." He wished to discuss not so much the newspaper as an organ of opinion but as "the medium which had as a proper function reporting news." His remarks were paraphrased:

"This was a very difficult, technical job, which could never be done really well, because the difficulties of evidence were immensely grave even when all the people who produced the evidence were dead. It was much more serious when they were alive. On the whole, his sympathies were with the journalists when they were confronted with academic criticism, but he must emphasize that some of the pedantic objections to the way news was treated were not purely pedantic, but rational and sensible."

PROF. BROGAN cited as a rational and sensible criticism both a lack of clarity in actual writing and a more serious omission of background. He commented:

"It had to be remembered, first of all, that people did not read a newspaper very carefully, even professional readers like himself. The journalist, therefore, could not be too careful, could not be too clear. It was almost impossible to underestimate the ignorance of the reader at any given moment. And it was obvious at once that most news stories did not contain enough news, that they did not—in themselves—explain the story."

"He had seen in the common room of his college at Cambridge the obvious perplexity of otherwise learned

men poring over their newspapers. It was, of course, a difficult job to take a story which came in quickly and put it in form so that the man who didn't know the antecedents of the story, who would never read anything else on the subject, would nevertheless understand what it was about.

"No one was bound to read all of the *New York Times* every day, because he had a living to make as well. No one was bound to read the *Manchester Guardian* every day, because though it did not take much time, it still took time. But the ideal should be that every story should be as far as possible complete or at least refer back to something that would not be a terrible research job to investigate. The ideal could not be reached, but it should be aimed at all the same."

Prof. Brogan's point will be of immediate interest to the many newspapermen who are more and more convinced of a great need of "interpretive" reporting. He would be pleased to know that today quite a few American newspapers are questioning the cult of extreme "objectivity" that has long been a journalistic fetish.

THIS argument was buttressed by other members of the panel, and notably by Salvador de Madariaga, Spanish statesman and historian. Calling the press "the history of the moment," Senor de Madariaga commented that unless men knew themselves and what was happening to them, they would be unable to prepare for the next moment. He believed that:

"This conclusion implied two . . . functions—the knowledge of facts and the estimate of those facts. They were not really so very different. One of the difficulties he had often met with in his trips to the United States was the strange . . . belief of Americans in a fact."

"He had once met the head of a large American syndicate who said to him, 'We don't want any think pieces.' And when he had said, 'Well, what do you want?' the man had replied, 'I want only facts.' One could not have facts without think pieces, and there was nothing in facts except what one thought about them."

To which I am inclined to say "Amen." I am also reminded of a homely parallel in my own experience. Years ago we had a certain brash reporter around Chicago. We admired his enterprise but deprecated his professional attitude. But he must have been ahead of his time for we liked to cite one legend about him. He pumped one news source one day until the man lost patience and threw up his hands.

"What more can I tell you?" he asked. "I have given you all the facts."

"Facts, hell!" our reporter barked back. "I don't want the facts; I want the news!"

CARL R. KESLER

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**quill** *is a pen*

*but* **Quill** *is a newspaper*



Without the capital "Q," quill can mean a variety of things: a pen or a porcupine spine, a calamus or a plectrum.

Spelled with an upper-case "Q," however, Quill is a respected American newspaper—and you can't drop the capital if that's what you mean.

The same is true of "coke" and "Coke." With the upper-case initial, Coke means only one thing... the product of The Coca-Cola Company. As a friendly abbreviation of Coca-Cola, it is a registered trade-mark.

Good practice requires the owner of a trade-mark to protect it diligently. That's why we keep asking for

capital treatment for Coke and Coca-Cola, please.  
P. S. Ice-cold Coca-Cola is capital refreshment.

*Ask for it either way  
... both trade-marks  
mean the same thing.*



**THE COCA-COLA COMPANY**

THE QUILL for October, 1952

*Even George Washington felt that government should inform the public. This idea is abused but a veteran newsman who was also a federal "press agent" asks: "Don't shoot the piano player; he's doing his best." Because*

## Information Corps Has Woes as Well as Faults

By HAROLD DUANE JACOBS

**T**HE continuing storm of criticism of government information services is only partly deserved. The principle of this federal function is sound. It is the human equation that often makes its execution faulty.

A fairly good authority for its importance is our first President. I believe it was in his second inaugural address that George Washington said, in effect, that it is not only the duty of government to serve the people, but at all times to keep them informed of what it is doing and purposes to do.

I can look at the public information controversy objectively. I have been on both the receiving and sending end. I was a newspaperman more than thirty years—in every job from reporter to editor—and was a Washington "bureaucrat" for nearly seven years. In the latter role, I first was what skeptics like to call a "press agent." My last year in Washington was devoted to serving as an intermediary between that gentry and news gatherers—literally "in the middle."

The value of government information to newspapers and other communications mediums (and, through them, the public) depends largely upon the individuals responsible for it—not only the "press agents" but their overlords, extending clear up to, and including, the President.

If all information jobs were abolished tomorrow, newspaper, press association, magazine, radio, television and newsreel staffs in the capital would be severely handicapped. The departments, bureaus and agencies in Washington are so widespread and complex that adequate coverage of only the most important news developed in them would require hundreds of additional staffers.

As one concrete example, the very small research staff of the Bureau of Motion Pictures—costing taxpayers a few thousand dollars a year—dug up

requested material and made contacts for the industry during World War II that would have cost Hollywood by individual and overlapping effort from one to three million dollars (according to its own estimate). Along the same line, it must be remembered that the Department of Agriculture was created mainly to disseminate information to farmers. Its experimental and research work came later.

When I was an editor, I often was deluged with government handouts, many of which were utterly useless, particularly in our circulation area. On the other hand, when I wanted detailed, specific information for a feature story or editorial, I got better results by writing to a Washington department than I could from any of the three press associations, or even my own correspondents.

**A**SIDE from acting in an advisory capacity for civic organizations in local campaigns, I had no experience in "press-agency" until I went to Washington in 1938 as assistant administrator of the Wage and Hour Division of the Department of Labor, in charge of public information.

The job was simple compared with a similar one in such departments as State or Defense, which are responsible for classifying certain information as unpublishable because of security, as well as for making legitimate news readily available. The Department of Defense also must try to make as palatable as possible disagreeable military "facts of life" and translate highly technical matters for general consumption.

Not even a superman could handle these hairline distinctions perfectly. Glaring errors occur, both in suppressing important but harmless news and in releasing dangerous information prematurely. A charitable attitude would be "don't shoot the piano player; he's doing his best."

Lack of discrimination is not con-



**Harold Duane Jacobs devoted 30 years to active newspapering, six years to the government, before retirement to a farm in Maryland.**

finer to information chiefs or to their department superiors, however. Members of Congress, individual military men and even newspaper correspondents are not always paragons in this respect. They also can be too tight-lipped or too loose-mouthed for their own, or the country's, good. Censorship of any kind capriciously exercised—in government and out—is inexcusable. But so is irresponsible talking and writing. Right now there seems to be as much of one offense as of the other, though the censors are on the defensive.

**T**O return to my own experience in government information, it was obvious that the function of the Wage and Hour Division was mainly as a police agency—enforcement of a specific law. Naturally, my small information branch should perform as police reporters, merely reporting facts. It was set up after consultation with many newspaper and radio friends in Washington.

We had three jobs: to issue brief, factual reports on the division's operations; to make our records and the various officials accessible at all times; to gather material for speeches and ghost them for those officials. As simple as it should have been, we got bruised by the very ponderosity and

[Turn to page 19]

# How America's First Press Martyr Gave His Life for Freedom

The Rev. Elijah P. Lovejoy had sworn eternal opposition to human slavery. He told his enemies in Alton, Ill., that he might die at his press but he would not desert it. How this abolitionist editor perished at the hands of a mob and what he believed is told under a 115-year-old dateline by a 20th century newspaperman.

By IRVING DILLIARD

*Special Correspondence to The Quill*  
ALTON, ILL., Nov. 9, 1837.

**T**HE Rev. Elijah Parish Lovejoy, first martyr to freedom of the press in the United States of America, was buried in this Mississippi river port today. His shot-riddled body rests in a small cemetery, near the humble dwelling of his family. One large oak tree stands at the head of his grave and another at the foot. It was the thirty-fifth anniversary of his birth in Albion, Maine.

Only a few devoted friends attended the funeral of the uncompromising editor of the *Alton Observer*, abolitionist journal, which has been the center of a dispute over slavery. The sparse attendance reflected the tenseness which still grips the community following the violent mob action two nights ago.

Eyewitness accounts confirm that the Rev. Mr. Lovejoy was engaged in the defense of his fourth printing press, which was stored in a stone warehouse the roof of which was set on fire by the hostile mob, when he was shot five times. Three balls struck him in the chest, one entered his abdomen and one tore his left arm.

Several of the mob concealed themselves in the dark behind a pile of lumber near the warehouse. When the Rev. Mr. Lovejoy came out with a Mr. Weller to attempt to extinguish the fire started on the roof by the rioters, he received the blast of a double-barreled shotgun.

Mortally wounded, he turned around and ran into the store portion of the warehouse. He hastily climbed the flight of stairs and cried out, "Oh, God, I am shot! I am shot." In a few moments he was dead.

Some in the building were for continuing the conflict, so outraged were they at the death of their loyal friend. But one of his admirers, the Rev. Mr.

Harned, felt it was useless at that time and that further resistance would only bring further bloodshed.



*Elijah P. Lovejoy*

This silhouette is the only known likeness of Elijah Parish Lovejoy.

The Rev. Mr. Harned then went up to the scuttle on the roof, raised the lid and informed the mob that the Rev. Mr. Lovejoy was dead. He

said that those inside the building would give up the press, provided that they might leave without further molestation.

News of the death of the editor was greeted by a great shout from the mob—a yell of exultation that literally rent the heavens. Some of the rioters cried out that all in the building should find graves where they were.

**O**NE of those in the warehouse, a Mr. Roff, then determined to go out at all hazards to induce the mob to desist. As soon as he placed a foot outside the door he was wounded by a shot in the ankle. A Mr. West then presented himself from the outside at another door and called out to those within:

"For God's sake leave the building and let them in before everyone is killed and all the property is destroyed." He told the protectors of the Rev. Mr. Lovejoy's remains that the roof was already on fire and that it was useless to remain. Whereupon most of the defenders of the press, having little choice, laid down their

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This fall Sigma Delta Chi will mark as a historic site in journalism the place in Alton, Ill., where the Rev. Elijah P. Lovejoy became the first martyr to a free press in this country, on Nov. 7, 1837.

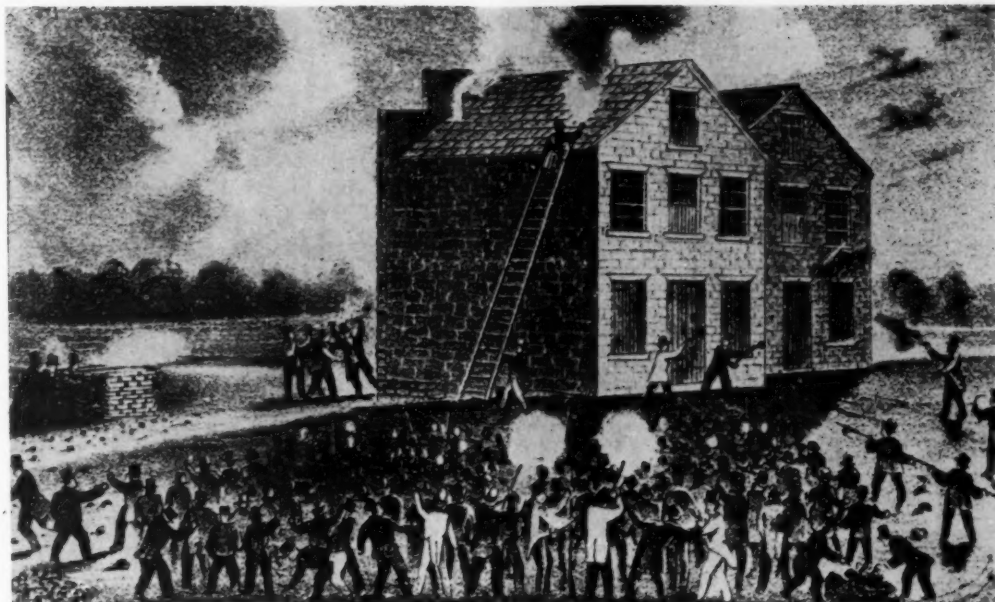
At press time for this issue of *THE QUILL*, it had not been decided whether the bronze plaque will be placed in October, in the midst of a presidential campaign, or to wait until the 150th anniversary of Lovejoy's birth, Nov. 9. A national committee headed by Sol Taishoff, editor and publisher of *Broadcasting-Telecasting*, is in charge of plans.

The professional journalistic fraternity has marked seven other historic sites in journalism; commemorating editors or publications ranging from colonial times to recent years.

The markers and the years of their installation were: Anthony Haswell, Vermont, 1942; James King of William, California, 1946; Joseph Pulitzer, Missouri, 1947; Grover Cleveland Hall, Alabama, 1948; William Allen White, Kansas, 1949; *The Boston Gazette*, 1950; George Wilkins Kendall, Louisiana, 1951.

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This artist's conception of the Lovejoy raid is taken from the "Alton Trials" published in 1838 by John F. Trow.

arms and fled from the building along the river.

As they ran they were fired upon by the mob. A rifle ball passed through one man's coat near his shoulder. The mob rushed into the abandoned building and found the press which the Rev. Mr. Lovejoy had gone to such great effort to obtain and to protect even with his life.

Seizing the press, they carried it to a window and threw it out onto the river bank. Then they broke it to pieces and dumped the broken parts into the river.

The rioters did not disturb the body of the Rev. Mr. Lovejoy which lay on a cot. One of the rioters, Dr. S. M. Hope, insisted on taking the ball from Mr. Weller's leg, but Lovejoy's injured friend refused. He said he would rather die than receive assistance from one of the mob.

About two o'clock Wednesday morning the mob dispersed. On the door of the building in which some of those who escaped had taken refuge, figures of coffins were drawn, under which was written: "Ready-made coffins for sale, inquire of &c." a reference to those who had been in the warehouse that night.

The Rev. Mr. Lovejoy's body remained in the warehouse the rest of the night. The next morning a few of his friends banded together to remove the remains to his dwelling.

As the hearse moved slowly along the street, it was saluted with jeers and scoffs, which showed, as the Rev. Mr. Lovejoy's brothers Joseph C. and Owen say, "that the hatred of his enemies still raged in their breasts, unsatisfied with his blood."

One spectator along the route of the hearse, who had been a principal actor in the horrible tragedy of the previous night, called out: "If I had a fife I would play the death march for him!"

**T**HE Rev. Mr. Lovejoy's widow is so grief-stricken she was not able to attend the funeral. She was not in Alton at the time of the assassination but had gone to the nearby village of Upper Alton to avoid the state of continual alarm and apprehension which attended her while in Alton.

When told that her husband was killed, she sank down almost as if she were senseless, "trembling," says one who was present, "as though an arrow had pierced her heart."

After she recovers at least partially it is expected that she will leave the scene of so many frightening memories and go to her mother's home at St. Charles, Mo., the first sizeable town up the Missouri river. The confluence of the Missouri with the Mississippi is only a few miles down the Father of Waters from Alton.

Besides the widow there is only one other survivor in the family, a little boy, not yet two years old, Edward Payson Lovejoy, who was born in March, 1836. If Mrs. Lovejoy does not herself die of grief at this tragedy in her life, she probably will give birth to another child. Before her marriage, on March 4, 1835, to her now martyred husband, she was Celia Ann French, daughter of a planter who resided near St. Louis, Mo.

The tragedy was the culmination of a controversy within the community over the Rev. Mr. Lovejoy's uncompromising opposition, as expressed in the *Alton Observer*, to slavery of human beings. Townsfolk have been divided, with loyal defenders on the side of the editor, who was also licensed as a Presbyterian minister by the Philadelphia presbytery, and with bitter opponents ranged against him.

A resolution passed by a group of Alton citizens, Nov. 3, has been obtained by your correspondent as an indication of this divided feeling. Offered by a Mr. Krum, it reads as follows:

"Resolved, That as citizens of Alton, and friends of order, peace and constitutional law, we regret that persons and editors from abroad have seen proper to interest themselves

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Joe Hainline, who now newscasts for Detroit's WJR, was an NBC reporter in the Pacific from Iwo Jima to Tokyo.

**E**VER since the first news reporter popped a carbon microphone in front of the first public official—the newspaper journalists have been sniping at the radio journalists. Somehow radio has managed to survive. No doubt television will also.

But there will always be newspapermen who want to turn back the pages of time and stay the march of progress. Walter T. Ridder's article in the September issue of *THE QUILL* ("The Decline and Fall of the Press Conference") suggests that he has come back to the United States from some dark corner of Europe where they still report their news like they till their soil—with hoe and mattock.

Like Miniver Cheevy, Ridder longs for the days of yore—days when news gathering was the exclusive prerogative of pencil and notebook reporters. Theirs was the sole right to question government officials on matters of public interest—to report the answers as they saw fit. They strove mightily to fire questions and then keep up with the answers.

It was small matter that they may have missed half what was said—and misinterpreted the remainder. When the interviewee made a statement that proved unpopular, he could always take refuge in the claim that he'd been misquoted. And that was sometimes the case.

After the reporter finished his

## Televised Interview Is Seen as the Public's Gain

By JOE HAINLINE

A radio man takes issue with a newspaperman's criticism of today's press conference. The people like it, the politicians like it and, he suggests, others must learn to live with cameras and like it also.

story, it went through the hands of an editor, a copyreader and a proofreader—plus assorted mechanical operations—before finally appearing on the printed page. Each step compounded the chance of error. Some interviews hit the streets out of context and bearing little resemblance to the facts as originally presented at press conferences.

**R**IDDER deplored the fact that with television and radio recording every word and movement made by an interviewee, there's no longer any chance for off-the-record statements. By inference, this seems to support the view that some news is fit for reporters to hear, but unfit for the public to judge.

He finds the confusion and noise necessary to the preparation of a radio and television interview upsetting to what he calls the legitimate reporters present. The wires, cables, flashbulbs, the bright lights—even the gentle whirring of the tape recorder—serve to detract newspaper reporters from their lofty thoughts—and erase from their minds the penetrating questions they might ask.

How long will reporters put up with this, he asks.

As a radio news reporter of some seniority, I may be able to answer that rhetorical question. Good newspapermen will continue to participate in important press conferences so long as such conferences are held. They will learn to live with this modern medium of communications, or they will be left behind.

Those who are unable to compete

in the faster tempo of present day journalism, will pass the way of the buggy whip and the Stanley Steamer. Those who survive will be more accurate and more objective in their reporting because they no longer enjoy a monopoly on the dissemination of news. For the public, the net result is an improved news product.

If, as Ridder suggests, the newspaper reporters attempt to force public officials to choose between the written word and the spoken image, they may have a surprise in store. Men who must face an electorate every two or four years are not unaware that newspaper endorsement hasn't elected a presidential candidate in twenty years—but an obscure Tennessee lawyer rose to within grasping distance of the Democratic presidential nomination on the strength of a few TV appearances.

**T**HERE is room in the news profession for all mediums. More than that, there is a need for all mediums in a fast moving world. Newspaper publishers have found that radio and television have not cut into their advertising revenues. They've also discovered that they sell more papers on the strength of stories publicized and covered by radio and television.

As professional journalists, we put ourselves in an awkward position by advocating any restriction on the free gathering and reporting of the news. Radio and television provide a growing field for aspiring journalists to get their start. It's an expanding business.

Already there are 3,058 commercial broadcasting stations in the United States, plus 109 television stations. They provide jobs for almost as many reporters as do all the newspapers combined. And they carry their programs into 121 million sets.

Thus the journalism profession has changed since the days of Horace Greeley. Practitioners of journalism must keep pace with the change.

"Should radio and television be permitted to broadcast direct from press conferences?" is scheduled for a panel discussion at the annual convention of Sigma Delta Chi, professional journalistic fraternity, in Denver, Nov. 19-22.

*The increasing complexity of life makes journalism's job increasingly vital, says this writer, who believes its responsibilities warrant professional status. But among some academicians, he is annoyed to find*

## 'Journalistic' Still Viewed As a Dirty Word

By JOHN D. McKEE

**S**IGMA DELTA CHI'S effort to revise the definition of "journalistic" in Webster's New International Dictionary is noble. So is such a defense as that made by Richard H. Costa ("Why Call Journalism Back Door to Literature?" *Quill*, April, 1952). I fear, however, that such efforts will be fruitless. Lexicographers are not alone in considering "journalistic" one of the poor-relation words of the language. My experience indicates that specialists in English regard "journalistic" as a rowdy in the company of such delicate words as "poetic" and "literary."

After nine years as reporter, sports editor, editorial writer, sports publicity man and managing editor of an alumni magazine, I returned to the classroom to work on a master's degree in English. I was amazed and irked at the attitude of some of the teaching staff toward news writing and the writing of feature stories and editorials.

A reporter and critic of public events, I found, is often beneath notice when compared with an explicator and critic of esoteric poetry. Certain novelists, I was told, could have been great writers, had it not been for their "journalistic disquisitions."

Thus, from behind the ivory curtain, I report sadly that journalism is here considered the red-light district of letters.

Frustration on the part of journalism's critics may figure in this attitude. A newspaper story must be written in clear, easily understood language, and millions read what is written for the daily, weekly and monthly press. Anyone who has dipped into the footnote-festooned pages of the academic journals, on the other hand, realizes that the prose therein is often turgid and verbose. At least partly for that reason the journals circulate almost exclusively among fellow experts in academic jargon.

Another reason for the through-the-

lorgnette view of journalism is the academicians' limited understanding of the term. Journalism means to many academicians' minds only the worst features of sensation-mongering and the sometimes dehydrated taste of wire copy.

Admittedly there are garbage collectors and garbage disseminators in journalism. There are also academicians who submit comma-hunting critiques to pallid and somewhat incestuous departmental journals.

With what pain the professors must consider the journalists among their gods! Carlyle, Coleridge, Dickens, Thackeray, Wells, Shaw—the list is endless. Many of the writers in times preceding ours, even as in our own time, would never have been published at all if their work had not first been accepted by newspapers and magazines.

**B**UT we need not go back to the vintage writers, whose bouquet improves with age. There is little doubt in my mind that Ernie Pyle ranks as a familiar essayist with Lamb and Hazlitt, or that John Hersey's superb reporting job, "Hiroshima," will last as long as living history is read. It is interesting to note, too, that such creative writers as John Steinbeck, John Dos Passos, and Graham Greene have turned to journalism since the war.

Bernard DeVoto, conductor of *Harper's* "Easy Chair," is an accomplished essayist and journalist. He is also one of the few really readable historians writing today. He has a creative reporter's view of his job. To him the writing is equally as important as the gathering and corroborating of facts.

John Bartlow Martin is an excellent illustration of the fact that journalist need not be—indeed should not be—synonymous with hack. His magnificent job of critical reporting in "The Blast in Centralia No. 5" and his background piece on a Chicago



John D. McKee reported for Kansas and New Mexico newspapers before returning to an academic atmosphere at the University of New Mexico.

slum fire, both of which appeared in *Harper's*, plus his book, "The Butcher's Dozen," are all examples of journalism at its best.

Some purveyors of precious prose seem to have taken the B movie newsman as their example. This is the same piece of celluloid folklore against which the two Roberts, Considine and Ruark, recently raised the roof. Visualizing journalists as trench-coated stop-the-press boys with cigarette smoke in their eyes seems to me excessively naive. Visualizing journalism as a combination of "second coming" headlines, love nest picture-spreads, and open collusion between the big advertisers and the city desk seems to me downright unobscuring.

Unless the term "journalism" is an anachronism—and there are some who believe it is—the journalist is not altogether blameless for the position in which he finds himself. In the hard-boiled newspaper tradition a journalist may be either a reporter out of a job or a newspaperman who wears spats and carries a cane. I doubt if it is necessary for all of us to settle down to the soberness of the patriarchal *Times*. I do think, however, that we should recognize and accept the dignity that goes with the profession of journalism. The more traditional professions will not accept journalism until we ourselves are convinced that the job of news dissemination and comment provides a necessity as precious to the demo-

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Theodore C. Link, whose reporting has done much to trace the connection between crime and politics, says there is no substitute for leg work. His has ranged from Tijuana, Mex., to Florida.

**T**HERE is an art to handling hoodlums. Probably no newspaperman in America knows more about it than Theodore C. Link of the St. Louis *Post-Dispatch*. The Shelton boys, the late Charley Binaggio, "Three Fingered" Frank Coppola, various representatives of the Capone and Frank Costello organizations, and the late "Gully" Owen all could have attested to his ability.

Perhaps Gully Owen's testimony would have been the most significant. Information Ted Link extracted from Gully confirmed the *Post-Dispatch's* belief that the underworld operated on a syndicated basis.

Co-owner, at the close of World War II, of the Pioneer News Service, Gully was the kingpin racing news distributor in the St. Louis area. But Capone mobsters were planning to move in. Link had been directed to Owen as a news source by a death-bed emissary of the late racing news czar, James M. Ragen of Chicago.

However, Owen had no more use for conversation than he had for the Capone clan. When Ted told him of an underworld report that Tommy Whalen, reported emissary of the Capone gang, "is going to harm you," Owen bellowed that he could "run that punk, Whalen, into the Mis-

## He's Met All the Hoodlums On a National Crime Beat

But Ted Link of the St. Louis *Post-Dispatch* thinks his job has dull moments—sometimes he has to sit on a story for ten years. The Kefauver Committee, not to mention the underworld, takes a different view of this great reporter's productive but dangerous work.

By EDGAR C. SCOTT JR.

issippi River with a bar of soap." But usually he was a man whom Link satirized as "eloquent"—at times when he would go so far as: "I have nothing to say." With the Capone crowd nudging him, Owen was doubly taciturn.

Rugged independence apparently contributed to this silence as much as fear of violence. But as his handbook customers began to quit him, the relentless salesmanship of Ted Link finally bore fruit. Owen was made to realize that the *Post-Dispatch* was fighting the same enemy, and he consented to talk, though not without caution. He refused to meet Link in his home or office.

Instead, he agreed to see him at a prescribed time each day in the lobby of a downtown bank where their conversations might pass as casual chitchat.

"In those conversations," Ted recalls, "Owen told me how the Capone mob was moving in on St. Louis, Kansas City, Omaha, Louisville, and Denver. A few words across the bank counter in the spring of 1946 led the *Post-Dispatch* to extend its inquiries to many cities around the country."

From these cities Link's sleuthing took him to Arizona, Los Angeles, Florida and Mexico—just about any place where St. Louis gangsters had ties. "It was at this time," he says, "that my crime beat became national."

**C**RIME reporter Link's beat certainly is national, but that never has prevented him from keeping up with news closer home. Details developed by him in the gangster style murder in April, 1950, of the then rising political leader of Kansas City, Charles Binaggio, were of material assistance to the Kefauver Committee.

Tracing telephone calls made by Kansas City police in their investigation of Binaggio's death, Link began

to piece together alliances between apparent segments of crime in all parts of the country. He also learned during an investigation in July, 1950, that one of Binaggio's St. Louis associates, Anthony Lopiparo, reputed member of the Mafia, had been in Tijuana, Mexico, with another former St. Louisian, Frank Copola, alias Frank Lomonde.

Flying to Tijuana himself, Link was informed by the police there that fourteen Mafia members had been using a tourist court on Revolution Street as headquarters, and had another center at Acapulco, fashionable resort on the Pacific coast of Mexico.

"They were suspected of smuggling narcotics and aliens into the United States," Ted said. The day after Binaggio was murdered on April 5, 1950, Link was told by the police chief of Tijuana, the Revolution Street visitors scattered.

**A**FTER Binaggio's death, Link also learned, telephone calls went out to politicians in Washington, and Jefferson City, capital of Missouri, to gang leaders as far away as San Mateo, Cal., and to gamblers in New York, St. Louis, and the Miami area.

The declaration in November, 1949, by a Florida circuit court grand jury that the Miami area had become the national capital for gangsters, gamblers and other "unsavory characters" prompted a *Post-Dispatch* editor to send Link to Florida.

The series of articles which he wrote in January, 1950, helped direct the eyes of the nation upon Dade county, and at Link's suggestion, the Kefauver committee began its closed hearings there in May, 1950. One of the most significant revelations dealt with muscling in by the Capone gang on the \$26 million S and G bookmaking syndicate in Miami Beach.

Link also wrote about activities of the Frank Costello organization in



**QUILL**

# SIGMA DELTA CHI SECTION

Second Section

October, 1952

## Ken Clayton Takes Post as QUILL M.E.

A new name appears on the masthead of *The QUILL*, but it is one familiar to Chicago and Des Moines newspapermen as well as to those who have attended



CLAYTON

national conventions of Sigma Delta Chi. Ken Clayton of the Chicago Tribune has been named managing editor of the magazine.

He replaces John T. Bills who was forced by the pressure of other duties to resign as managing editor. The Publications Board of Sigma Delta Chi is happy to announce, however, that John has consented to remain on the staff as an associate editor and continue as much as possible of the fine service he has given as managing editor.

Ken Clayton brings to his job more than 20 years of newspaper experience and free-lance writing. Now head of the publicity department of the Tribune's promotion department, he has been reporter, rewrite man, copyreader and picture editor since joining its staff in 1942. For the previous 10 years, following his graduation from Grinnell College, he worked for Des Moines papers. For six of these he was Sunday feature editor of the *Register*.

Ken's newspaper experience goes even further back. He was a reporter on the Waterloo (Iowa) *Morning Tribune* at 17 and its city editor at 18. At Grinnell he was a campus stringer and edited yearbook and college paper. He has written for magazines ranging from *Vogue* to *Sports Afield* as well as for *The Quill*.

The QUILL's new managing editor was elected to Sigma Delta Chi as an undergraduate at Grinnell and is a past president of the Headline Club, Chicago professional chapter of the fraternity. His service with the Tribune was interrupted by a tour of duty as a Naval officer during which he saw action aboard the Yorktown.

## No Lovejoy Stamp

The Executive Council's request of the U. S. Post Office to issue a special stamp, honoring the 150th anniversary of the birth of Elijah Lovejoy, has been denied according to word received from Postmaster General Jesse M. Donaldson.

## All Colorado Ready to Welcome 33rd SDX Convention to Denver

### Journalists Reminded Of 1952 SDX Awards

The nation's newspaper, magazine, radio and television newsmen are reminded of the National Sigma Delta Chi Awards in Journalism which will be awarded for distinguished service in journalism for work performed during 1952.

Victor E. Bluedorn, director of the Fraternity, which conducts the competition, said that this is a good time to begin thinking about nominations for the contest and to make a note of the fact that the period for submitting examples of material extends from January 1, 1953 to February 9, 1953.

He also asked that Professional and Undergraduate chapters survey all work done in their areas and recommend worthy examples for consideration.

Awards are offered for excellence in the following fields: Research About Journalism, General Reporting, Radio or TV Reporting, Magazine Reporting, Editorial Writing, Editorial Cartooning, Radio Newswriting, Washington Correspondence, Foreign Correspondence, News Picture, Public Service in Newspaper Journalism, Public Service in Radio Journalism, and Public Service in Magazine Journalism.

The awards proper consist of bronze medallions with accompanying plaques.

## Structure Committee Appointed, in Action

A special committee consisting of five Fraternity members has been appointed by National President Charles C. Clayton, editorial writer for the *St. Louis Globe-Democrat*, to make a study of the present Structure of Sigma Delta Chi and to report its recommendations to the Executive Council.

The membership of the committee which has been making the study during the recent months includes: George Brandenburg (Chairman), Chicago editor of *Editor & Publisher*; Sol Taishoff, editor and publisher of *Broadcasting* magazine; Ken R. Marvin, head of the Dept. of Technical Journalism, Iowa State College; Al Bates of New York City and former executive director of SDX; and Mason Smith, editor and publisher, *The Tribune Press*, Gouverneur, N. Y.

THE MAJESTIC, snow-topped Rocky Mountains will beckon to members of Sigma Delta Chi this fall when SDX chapter delegates and members at large head for Denver and the 1952 international convention.

Mile-high Denver, one of the world's most famous year-round vacation capitals, will be host to more than 300 SDX members from Wednesday, Nov. 19 through Saturday, Nov. 22, the dates of this year's convention. The Colorado professional chapter, which promises to help make this "the best of them all," has been planning for the convention for some time.

Attendance at the 1952 convention is expected to be large because of several factors, among them the holding of the National Conference of Editorial Writers in the Colorado capital city on the same dates. Many of the Sigma Delta Chi editorial writers are members of NCEW.

Historic old Denver, which stands under the shadow of the Rockies at an elevation of an even 5,280 feet and boasts a sunny-dry climate worthy of superlatives, will be the Sigma Delta Chi convention city for the first time. The 33rd foregathering must look back to the 11th, in 1925, held at the University of Colorado at Boulder for one that was even close to Denver. And delegates will be in for a full round of sight-seeing and entertainment, in addition to the regular convention business sessions and addresses by headliners in the journalism profession.

The 1952 convention committee, chairmanned by William Kostka of Denver, has pledged that this year's meeting will be a memorable one, and is shaping up plans to make the pledge good.

Some details of the program already have been worked out and are set for November. Others are being rapidly hammered into place. Among the completed plans is the selection and acceptance of a keynote speaker. He will be Palmer Hoyt, editor and publisher of *The Denver Post*, a Sigma Delta Chi Fellow, and former national president. As chairman of the Freedom of Information Committee, Hoyt is especially qualified to keynote the convention which has adopted as its theme the idea that "A Free World Needs a Free Press." The November convention will mark the close of a year-long campaign to eliminate press barriers wherever they have existed and to make the public conscious of its right to know. The keynote address will be made Thursday morning, Nov. 20.

(Continued on page 2)

## All Colorado

(Continued from page 1)

After the keynote, Arthur Hays Sulzberger, publisher of *The New York Times* and national honorary president of Sigma Delta Chi, will address a luncheon meeting.

An Editorial Writing Panel will be held in the afternoon. Men who have agreed to participate are Robert White of the *Mexico, Mo., Ledger*; Houstoun Waring of the *Littleton, Colo., Independent*, and Louis La Coss of the *St. Louis Globe-Democrat*.

This session will be followed with a radio-newspaper panel discussing the controversial topic "Should News Conferences Be Covered by Radio and Television?" Arrangements are being made for the appearance of several other distinguished personages to take part in this forum.

On Thursday evening there will be a dinner followed with committee meetings.

Palmer Hoyt, Chairman of the Fraternity's Freedom of Information Committee, will conduct a panel on Freedom of Information on Friday afternoon. V. M. (Red) Newton, managing editor of the *Tampa (Fla.) Tribune*; Sen. Fred A. Seaton, *Kansas-Nebraska* publisher; James Pope, executive editor of the *Louisville Courier Journal* and *Times*; Gene Cervi, publisher of the *Rocky Mountain Journal*, will be among those on the panel.

The Model Initiation and Service of Remembrance under Ken Olsen's direction—will be the final event on the Friday afternoon program. Initiates, undergraduates and men of national eminence, will come to the Friday evening dinner which follows.

There will be a cocktail party Wednesday, Nov. 19, at the Denver Press Club for delegates, wives and guests. Lunches and dinners will be scheduled for each day and night of the convention, and other get-togethers are being planned.

The ladies will be taken on a train trip into the high country to view some of the scenery that has made Denver and the Rocky Mountain region famous throughout the world . . . the mecca of millions of tourists annually.

They will go as guests of the Denver & Rio Grande Western railroad on a trip either through the spectacular Royal Gorge or through the Moffatt Tunnel to Winter Park, a skiing area west of Denver.

On the closing day of the convention, all delegates, guests and wives will be taken by bus to Central City, Colo., the historic old mining town which has been turned into a rollicking, colorful village where world-famous actors and actresses appear in the annual Central City Festival of operas and plays. The SDX group will be honored at a special ballet performance.

It was at Central City in the Rockies 40 miles west of Denver that much of the early history of the Colorado gold and silver booms was written. Many of the mines are still open and operating and their surface portals yawn on the mountainsides.

Central City is in a class by itself. Its streets are narrow and run straight up the hillsides on which the town is built. The old Central City Opera House still



ABOVE (left) Don Muhm, editor of the *Iowa State Daily*, receives a gold watch, awarded annually by the Iowa State chapter of Sigma Delta Chi to the journalism student who has contributed distinguished service to campus journalism.

Ken R. Marvin, head of the Dept. of Technical Journalism at Iowa State College (center) witnesses the presentation by George Peterson, pres. of the chapter.

The Iowa State chapter also presents an award to the outstanding male graduate in Technical Journalism and service awards to students who have worked on campus publications.

stands, rebuilt, and the famed Teller House with its "Face on the Barroom Floor" is still in use.

Denver itself, where the 1952 convention will be held in the Cosmopolitan Hotel, has a past as lusty and exciting as almost any other city in the nation. The city, whose metropolitan area now

has a population of 563,832, first sprang up on the banks of Cherry Creek a century ago as Americans rushed westward in the search for gold.

Some of the country's most illustrious newspapermen worked on the papers of today and yesterday in Denver.

If Denver's traditionally fine autumn weather holds to its reputation, there will be plenty of bright Colorado sunshine to warm the invigorating, dry mountain air. And delegates and wives will find a special delight in taking optional trips and being able to get a suntan while skiing on the snowy slopes just a few minutes away from the convention city.

The Colorado Professional chapter will maintain a hospitality desk throughout the four days of the convention, and information about restaurants, sightseeing, and everything else will be available.

There's good news about prices too. The convention registration fee which includes everything on the official program will be attractively low. Remaining costs will be reasonable. Minimum rates at the Cosmopolitan Hotel are \$4 single. Twin bed rates begin at \$8.50 for delegates who want to double up. Double bed rates begin at \$6.50. Rooms are reserved at specific rates whenever possible.

Meanwhile, arrangements are being made for the appearance of several other distinguished journalists on the program. Their acceptance of invitations to the convention will appear in the coming (November) issue of *The QUILL*, along with final scheduling of the still indefinite phases of the program.

### Who Should Attend

The National Fraternity and all Colorado members of Sigma Delta Chi cordially invite all who are members of the Fraternity, delegates or members at large, including wives, families and guests, to attend the 33rd Convention.

### How to Register

Actual registration takes place at convention. Send no money in advance. But, if you plan to attend, advise Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. This information helps those handling convention arrangements to estimate attendance. Also, names received in advance will appear in the printed program booklet.

### Hotel Reservations

Send your hotel reservation direct to the Cosmopolitan Hotel, Denver, Colo. Mention that you are attending the Sigma Delta Chi convention. Singles begin at \$4 and twin beds at \$8.50.

### Program

A glance at the story about convention in this issue of *The QUILL* will give you an idea of the impressive program in store for you. An SDX convention, as many are beginning to realize, is something you cannot afford to miss.

### Moves to Detroit

WALTER G. CURTIS (Wis'45) formerly with Ford Motor Company Public Relations in Chicago and President of the Chicago Headline Club has transferred to the Ford News Department at Dearborn, Michigan.

## A Clarification of Membership Requirements

By JOHN M. McCLELLAND JR., Chairman

*Executive Council of Sigma Delta Chi  
Professional Journalistic Fraternity*

An increasing number of nominations for membership are being turned down by the Executive Council because of questionable eligibility. This leads us to urge strongly that all the chapters, professional and undergraduate, confine their nominations to men in those fields of journalism where no question of eligibility can be raised. In no locality that we know of, now sustaining a chapter, is the number of potential members in such categories exhausted.

Sometimes a chapter questions the rejection of a nomination and wonders by what process of reasoning the Executive Council determines who is and who is not eligible for membership. This statement of policy is an attempt to answer such questions.

The following are the main considerations the Council keeps in mind when it passes on applications: (1) the nature of work the nominee performs; (2) the amount of time spent in work that can be defined as journalism; (3) if in the public relations field, the amount of journalistic experience, if any, the applicant has had outside the field of public relations; (4) his education in journalism, if any; (5) the likelihood of his continuing in journalism as a life work (this usually excludes military PIOs); (6) is the public information disseminated by the applicant in question primarily public interest? Are professional considerations actually involved?

Because of the increase in the number of nominees from the public relations field, and because of a corresponding increase in the number of protests that the ranks of Sigma Delta Chi are being "diluted," the Council has tightened up its attitude toward eligibility in this classification. Some members tell us that we should approve no more nominees in the public relations field because there are so many who enter that field from the undergraduate chapter lists. The Council cannot very well set up that strict a barrier as long as the constitution defines journalism as including the "preparation and dissemination of public information, excepting advertising."

A committee on membership requirements headed by Past President Lee White of Detroit has been working on this problem for more than a year. A comprehensive report was submitted to the Executive Council in April. To give the membership a further insight into the thinking that is being done on this question we present here some of the significant paragraphs from this committee's report:

### Extracts From LEE WHITE'S REPORT

It does seem clear, to others as well as to the committee, that there has been a deterioration of professional and fraternal standards which has been especially observable in nominations of professional chapters for membership. Departures

from, or evasions of the requirements, dilute the membership of the erring chapters, and in so doing threaten the identity of Sigma Delta Chi as a "professional journalistic fraternity," and imperil its well being.

Quoting the Constitution the term "Journalism" is defined by Sigma Delta Chi to include the following: The direction of the editorial policy of, the editing of and the writing for newspapers, magazines, press or syndicate services; professional or business publications; journalistic research; journalism teaching; radio news preparation; and, the preparation and dissemination of public information, excepting advertising.

The most inescapable fact in the Constitution's definition is that advertising is excluded.

Very specifically, the Constitution provides for the admission of those engaged in "the preparation and dissemination of public information." Equally explicit is the statement that that phrase is not to be construed as relaxing the fraternity's attitude toward advertising, against which barriers traditionally exist. What, then, is advertising?

As a calling, according to Webster's New Collegiate Dictionary (1949), advertising is "the business of preparing and circulating advertisements." That which it provides is "any form of public announcement intended to aid directly or indirectly in the sale of a commodity, in securing employment, etc." The applicable meaning of the root verb advertise is "to announce publicly, especially by a printed notice or by radio broadcast; hence, to call public attention to, especially by emphasizing desirable qualities, in order to arouse a desire to purchase or invest." It does not strain the latter definition to say that the desire aroused might be, by extension, to achieve other ends privately desired by the author or sponsor; such, for example, as votes in an election.

If, then, as the Constitution decrees, "the preparation and dissemination of public information" is to be included in journalism, and advertising is not to be included, then the distinction would seem clearly to lie in purpose, motive. That distinction can be traced, through all history of the fraternity, in its statements of the principles thought to underlie the practice of journalism. On the one hand, the primary purpose is to provide the reader with information, in the light of his self-interest. On the other hand, the primary purpose is to influence the reader in the interest and to the advantage of those financing publication. The difference is comparable to that which separates profit and non-profit institutions and organizations.

It would follow, then, that a person acting for a (non-profit) organization, for example; and engaged in "the preparation and dissemination of public informa-

tion" in the public interest, rather than for the profit or other material advantage of his employer (whether individual, group, association or corporation) should be adjudged admissible to membership; provided, that he fully meet the requirements with respect to professional experience, and that he be presently engaged in such work, not casually, or occasionally, or as an incidental part of other responsibilities, but for the greater part if not all of his hours of labor.

However, such a person should be considered disqualified if, in the pursuit of his task and to satisfy the expectations of his employer, he feels it his obligation to color, exaggerate, distort or warp the facts with which he deals, or to conceal or withhold information in which the public has an interest. Such tendentious writing and/or editing would be a disservice to the public, and in violation of Sigma Delta Chi's earnest commitment to the cause of truth—which is fundamental to that journalism which the fraternity aims to represent.

This committee fully comprehends the complex nature of work done in the field of public relations, and the dignity and responsibility that may attach to such work, as also to advertising . . . but logically it would appear that in general the public relations worker would be ineligible for membership in Sigma Delta Chi.

There is a feeling that the inevitable drift of newspaper and magazine men into fields such as advertising and public relations is about all that a professional chapter can endure. Esteeming members of Sigma Delta Chi who have made such a shift from professional to associate status, the members of the "working press" welcome them to meetings, and enjoy camaraderie with them. But they feel, quite commonly, that to increase the percentage by electing new members from other fields than their own is dangerously to dilute the membership. Nor do they think it necessary to go as far, since an abundant supply of unquestionable candidates is available. If not, better no chapter than a weak one.

## Council of Chapter Advisers Meets at Columbia University

The newly organized Council of Undergraduate chapter advisers met for a second session recently in the conference room of the American Press Institute at Columbia University during the AEJ convention. Chairman Clifford Weigle of Stanford University presided. About fifteen chapters were represented.

A committee consisting of Clifford Weigle (Chairman), SDX Executive Director Victor E. Bluedorn and William Swindler, Director of the University of Nebraska School of Journalism, was appointed to name the adviser to represent the Council during the Executive Council meetings in November.

## SDX Personals

**HORACE BARKS** (NU'46) has been named as managing editor of the *National Industrial Service Association News*. He is also editor and publisher of *The Grocer's Digest*.

**NORMAN A. SCHORR** (UMc'40), formerly public relations representative for the Westinghouse Electric corporation, has opened his own public relations and publicity office in New York City.

**STEWART S. HOWE** (Ill'28) has been named vice-president in charge of development and public relations at Illinois Institute of Technology.

**JAMES E. MCKELVEY** (OHU'50) is now associate editor of the *Super Service Station*, Chicago. He previously was wire editor of the *Athens (Ohio) Messenger*.

**HANK WEBER** (Ind'4) is now director of sales and promotion for Arbor Acres Farm, Glastonbury, Conn.

**MARTIN SALDITCH** (Tem'32), and **EDWARD J. ZUMACH** (Tem'50), are both general reporter on the *Pottstown (Pa.) Mercury*.

**JAMES H. BLAKE** (SoCf'51) is now teaching journalism at high school in Upland, Calif.

**JAMES A. BOWMAN** (Wis'49) is assistant publications editor for *Ansul Chemical Co.*, Marinette, Wis.

**REV. WALDO R. HUNT** (UMc'17) is now serving at All Saints Episcopal Church, Pontiac, Mich., and as Minister-in-Charge at All Saints Episcopal Chapel, Waterford Township.

**WILLIAM H. SCHULTZ** (NU'37) is secretary-treasurer of General Pictures Productions, Inc., producers of 16 mm. industrial, educational and TV films.

## Serving Uncle Sam

**LT. DONALD R. FOXVOG** (Ill'47), sales manager for Congressional Quarterly News Features, was recalled to active duty and is now serving as writer and editor at Fort Devens, Mass.

**CAPT. BOYD SINCLAIR** (TxU'39), plans training, and public information officer of the Texas Selective Service system with headquarters in Austin, has been promoted to major.

**LT. COL. RALPH E. PEARSON** (Mo-Pr'50) is editor of the *Military Police Journal* published at Augusta, Georgia by The Military Police Association for all services. Pearson promoted the association after study of the need for such a publication while taking his Master's degree in Journalism at Missouri.

**LT. RANDY HARRISON** (Wis'50) is now a writer with the Air Forces new TV unit in Hollywood. He was formerly a PIO with a psychological warfare unit and served with the *United Press* in Chicago prior to entering the Air Force.

**PFC HERBERT H. ROZOFF** (Wis'52) was assigned as PIO for 2nd Div., 9th Infantry regiment upon arrival in Korea last April.

**CAPT. WILLIAM E. MCKENZIE** (Min'41) recently arrived in Germany and has been named adjutant of the Nurnberg Military Post.

**AIRMAN THIRD CLASS DALE E. AMERMAN** (UOr'51) is a PIO at Williams Air Force Base, Arizona.

## Obituaries

**HOWARD W. BLALESLEE** (Pur-Pr'31), 72, science editor for the *Associated Press* died in New York May 2. Sigma Delta Chi elected him a Fellow in 1950.

**JAMES W. MULROY** (Chip-Pr'44), 52, former Chicago newspaperman who was executive assistant to Illinois' Gov. Stevenson from 1949 through 1951, died in Chicago April 29 following a cerebral hemorrhage.

**TOM C. GOOCH** (Dal-Pr'45), 72, editor and publisher of the *Dallas Times-Herald*, died June 13 after a 10-day illness.

**WILFORD COLLINS SIMONS** (UKn-Pr'47), 80, editor and founder of the *Lawrence (Kan.) Journal-World*, died May 15.

**OTTO H. LACHENMEYER** (Okla A&M-Pr'49), 58, died unexpectedly of a heart attack April 15. At the time of death he was publisher of the *San Benito (Tex.) News* and part owner of the *Weslaco (Tex.) News*.

**JOHN M. COLLINS** (KnS-Pr'24), 60, editor of the *Weekly Star Farmer* (formerly the *Weekly Kansas City Star*) died on the eve of his 61st birthday.

**CHARLES W. STRUDEL SR.** (Ga-Pr'48), 37, editor of the *Ocean Beach (Fla.) Reporter*, died of a heart attack.

**GEORGE B. WAITE** (Ky'31), 42, reporter for the *Dayton (O.) Journal-Herald*, died from a heart ailment.

**ALDEN J. HEURING** (Pur-Pr'39), 78, editor of the *Winslow (Ind.) Pike County Dispatch*, died in that town.

**HENRY W. MARSHALL JR.** (Pur-Pr'27), editor-in-chief and publisher of the *Lafayette (Ind.) Journal and Courier* died from a coronary occlusion.

**CHARLES E. (PETE) NORTON** (Gr. Mia-Pr'51), 46, Tampa (Fla.) *Tribune* sports editor died in that city from a heart ailment.

**ROBERT T. CREW** (OhS'18), 65, former newspaper editor, state insurance supt. and bank executive, of Columbus, died May 30 following illness.

**CHARLES C. CARR** (Fla-Pr'30), 68, newspaper executive and member of the editorial advisory board of the *St. Petersburg (Fla.) Independent*, died July 29.

**JOHN S. PALMER** (La-Pr'51), 49, news editor of the *Dubuque (Ia.) Telegraph Herald*, died July 12.

**ALBERT F. CADE** (Ill.), 58, eastern division manager of the Gerlach-Barklow company, died June 7 at his home in Joliet, Ill.

**ROBERT C. CHILCOTT** (Mo'48), 28, a member of the South Bend (Ind.) *Tribune's* news staff, died of a kidney ailment April 17.

**HAROLD CORY HENDEE** (StU-Pr'35), 64, editor of the *Wall Street Journal*, Pacific Coast edition, San Francisco, died of a heart ailment.

**JOSEPH PETER CARLIN** (ND'32), 41, a copy editor for the *Portland (Ore.) Journal*, fell to his death from a second story window he was washing at his apartment.

## Howard Allen Appointed Johns-Manville Vice Pres.

Howard W. (Wad) Allen (Ind'26) has been named a vice president of Johns-Manville Sales Corporation and will continue as director of public relations. It was announced by Board Chairman L. M. Cassidy.



ALLEN

A native of Washington, Ind., Mr. Allen joined Johns-Manville in 1933 after wide experience in newspaper work. He is a graduate of Indiana University where he was a member of Delta Upsilon fraternity and a member of Hoagy Carmichael's "Colleagues."

Mr. Allen became a member of Sigma Delta Chi during undergraduate days and is now a member of the executive committee of the New York City professional chapter. He is a former member of the National Committee of the Ernie Pyle Memorial Fund at Indiana.

**WILLIAM FRANCIS DUFFY** (Min-Pr'34), 83, retired Shakopee (Minn.) publisher died at his home after a heart attack.

**PAUL R. BAUSMAN** (DeP-Pr), 59, publisher of the *Washington (Ind.) Herald*, died July 15.

**ABRAHAM L. T. CUMMINGS** (Mne-Pr'20, Biddeford, Maine, Dec. 3, 1951).

**WILLIAM F. KEGLEY** (Ind'19), Indianapolis, Ind., Jan. 22, 1950.

**J. GENTRY DAGGY** (Mo'17), Philadelphia, Penn., May 1, 1952.

**ARTHUR B. MOEHLMAN** (UMc'12), 62, Naples, Fla., May 2, coronary thrombosis.

**STANLEY P. IRVIN** (Ill'15), Buffalo, N. Y., July 31, 1951.

**ARTHUR L. MOHLER** (Pur'20), Barborton, Ohio, March 1952.

**ALEXANDER TREMER** (Wis'40), Kenosha, Wis., June 4, 1951.

**FRED B. JESKE** (Mo'27), Ferguson, Mo., Charles A. BERST (UWn'23), Seattle, Washington, Feb. 14, 1952.

**THOMAS E. RICE** (Ill'47), Petersburg, Ill. C. D. GREASON (UKn'24), Kansas City, Mo.

**MATT C. MOORE** (SoCf-Pr'39), Pacific Palisades, Calif., June 1952.

**RUSSELL H. CLARK** (UKn'14), Kansas City, Mo., June 1950.

**WAYNE J. ABERLE** (NU'39), Elgin, Ill. **ROBERT J. DOYLE** (NU'38), Chicago, Ill. **SAMUEL SCHWARTZ** (NU'38), Chicago. **GEORGE E. PETRICK** (NU'35), Chicago. **OHEN H. VAALER** (ND'26), El Cajon, Calif.

**WALTER SCOTT CHAMBERS** (Ind-Pr'35), Newcastle, Ind.

**LYDD RICHES** (UOr-Pr'23), Salem, Oregon.

**ROSSELL F. FIELD** (Ill'14), Detroit, Mich.

**EDWIN B. ALDRICH** (OrS-Pr'22), Pendleton, Oregon.

**CHARLES G. TROXLER** (Pur'26), Louisville, Kentucky.

**ADNA R. JOHNSON** (UMc'14), Ironton, Ohio.

**KENNETH J. GOLZ** (Wis'35), Brooklyn, Wis.

### 40th Anniversary Edition THE BALFOUR BLUE BOOK

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When three leaders of the Southern Illinois Shelton gang gave Link a hand in questioning a possible news source in the slaying of one of the Sheltons, a Peoria County grand jury indicted the reporter and his unorthodox helpers for kidnaping. The charge brought a roar of protest from the nation's press. Shown here, after the indictment was dismissed, are Link (in topcoat) with Ray Walker and Jack Ashby, Shelton aids, and "Big Earl" Shelton.

Miami Beach and about the many hoodlums from other cities who were vacationing in the Miami area.

Despite these accomplishments, Ted Link doesn't look, act, or talk much like a fellow with a whip. At 46 Link appears to be precisely what he is; an occasionally hard bitten and sometimes sad-faced—though always determined—man who gets a whale of a kick out of his job.

Married and the father of two small children, Link likes nothing better, when he has the time, than "to chop a bit of wood, dig in my flower garden, or sip an occasional bourbon."

There was a time when such peaceable pursuits would hardly contain him. As a young newspaperman in his early twenties, Link was known as a quick man with his fists. That he was of medium height and build never seemed to deter him. As a private investigator during the mid-thirties, he sometimes had to use his fists. On one occasion he traded punches with an investigator of a law firm. On another, he and an attorney squared off outside the courtroom.

This apparent relish for a scrap may have contributed to his success in the rough and tumble journalism in which he specializes.

It also is evident that Link's competitive spirit has contributed to his renown in the nation's capital. As William M. Boyle Jr., J. Howard McGrath, Theron Lamar Caudle, Frank Nathan and others must know, citizens along the Potomac including political leaders, can expect no immunity from his typewriter.

Washington newspapermen concede that Boyle's reference to poor health in his letter of resignation in October, 1951, was true, but Columnist Marquis Childs pointed out that the former chairman of the Democratic National committee had a reason more urgent than poor health for getting out when he did: namely, Ted Link.

Link not only disclosed an association of Boyle with American Lithofold Corp. of St. Louis, recipient of a \$565,000 RFC loan, but also went to Washington a few weeks later to

testify before a Senate investigating committee. With him he took a portfolio full of new evidence, reportedly relating details of the "system" in vogue for obtaining RFC loans. This, according to Childs, "built up the pressure to where it could not be ignored."

Link also tossed a smouldering ember or two at former Attorney General McGrath and his then tax division head, Caudle. In a copyrighted story Oct. 15, 1951, Link stated that "the Department of Justice attempted on at least two occasions to interfere with the federal grand jury investigations of tax fixing and the conduct in office of former Internal Revenue Collector James P. Finnegan." (Finnegan was convicted, but has appealed the verdict.)

More details of the administration's effort to soft pedal investigation of Finnegan's St. Louis regime came to light when Federal District Judge George H. Moore made known a long distance telephone conversation with McGrath early in 1951.

Link also asserted in a copyrighted story datelined from Los Angeles,

Nov. 30, 1951, that a fee—said to have been \$35,000—was paid by private interests to a Pittsburgh "promoter," Frank Nathan, for his part in the 1948 sale of equipment in the government built aluminum plant at Torrance, Calif., at the time under the direction of Jess Larson, War Assets Administration head.

**W**HETHER on assignment with the *Post-Dispatch*, the *Star*, the *Times* or the *Globe-Democrat*—he is one of the few St. Louis newspapermen who has worked for all four (though today the merged *Star-Times* for which he also worked, is out of existence)—Link has exhibited an unusual talent for sniffing out wrong-doers. He also seems to be endowed with the capacity for placing himself near the scene of action. Yet he insists the life of a crime reporter has its dull moments too. "Sometimes you have to sit on a story for 10 years," he observes. One needs reasonable evidence.

Thus patience is important. The very time when a reporter thinks he has exhausted every avenue of investigation, Link points out, is when he should be busiest. "There's no substitute for legwork," he declares. "You should also be as impersonal as possible. Still you have to establish your sources. This requires friendship and trust."

Through his acquaintance with members of the Shelton gang of Illinois and through his success during the summer of 1948 in obtaining from them documentary evidence of widespread gambling, pay-offs, and close harmony between politicians and the underworld, the *Post-Dispatch* was able to make an effective attack on the administration of Gov. Dwight Green.

The enmity between the Capone and Shelton organizations over control of downstate Illinois contributed to the Sheltons' desire to co-operate. They were raging at failure of law enforcement officers to turn up the killers of Bernie Shelton and they had been friendly to the *Post-Dispatch* ever since that newspaper had exposed a frame-up against them back in 1926. Nor should it be forgotten they were being worked on by a fellow who is a past master in the art of prompting one rascal to squeal on another.

As their information was checked, a series of news stories developed. "The Sheltons named officials who had taken money from them and had records to back their charges," Link said.

Corruption was heaviest in Madison and St. Clair counties adjoining St. Louis; Peoria and Tazewell counties in the north and Alexander and Pulaski counties in the south. None of the officials of these counties seemed so disturbed as those of Peoria County. They didn't like Link. By October of that year they had what they thought were ideal circumstances—a charge of kidnaping, in which Link, along with "Big Earl" Shelton and a couple of his lieutenants, were named.

The charge came out of an attempt on the part of "Big Earl" and his "lieutenants," Ray Walker and Jack Ashby, to help Link question Peter Petrakos, suspected of knowing something about the killing of Bernie Shelton, who had been ambushed outside his tavern that summer.

The questioning of Petrakos started one evening and continued into the early morning hours in Link's ninth floor room in a Peoria hotel. "Petrakos was nervous and shaking, but was not harmed in any way," Link reported. Had Ted been absent, however, Link feels Petrakos might not have been so fortunate.

"Damn it," Big Earl complained to Link, "if you hadn't been here we could have hung him out the window on a sheet and then snipped at the sheet with a pair of scissors. He'd have talked then."

A few months later the kidnaping charges were dropped. At the time of the indictments, however, on Oct. 24, 1948, a storm of protest swept the nation. Editors and publishers from the small towns to the large cities accused the Peoria grand jury of shameless prostitution of the law.

**T**RIGGERMEN, as well as politicians, were after Link. On assignments to Peoria and to Chicago he soon found it advisable to register in one hotel under his own name, and in another—where he slept—under a pseudonym.

In his quarter century of prying into the activities of the underworld, Link has received numerous threats. One of his associates in several of his investigations in the Chicago area, former police Lieutenant William J. Drury, was killed in September, 1950. Another, Federal Narcotics Agent George H. White, on loan for a time to the Kefauver committee, received, along with Link, numerous threats to his life during the Kefauver hearings.

Possibly Link's closest call was in February, 1949. Through a change of assignment to go first to Bloomington, Ill., and thence to Olney, Ill., in-

stead of to the latter community first, he missed the triggerman of a Capone representative in the East St. Louis area who, the story had it, had gone to Olney "to do away with Link."

Still, there have been instances when Link seemingly has thrown caution to the winds, especially when there was a chance he might pick up a scrap of information. Once Ferd (Fishmouth) McGrane, Peoria gambler, telephoned Link and demanded that he come alone to McGrane's farm, near Tremont, Ill.

With characteristic calm, Link followed orders explicitly, though he didn't know just what awaited him. Possibly he would be roughed up; maybe he would get something worse. The least, he expected, would be a tongue lashing and a threat.

Instead, he says, he got a cold stare and a question. "Who told you my name was 'Fishmouth'?" McGrane demanded, his vanity obviously ruffled.

**T**ED Link's background as a private investigator for lead mining companies in Missouri in the mid-thirties, and his early police reporter training undoubtedly have helped him keep abreast of the activities of crooks. His experience as a combat reporter during World War II with the Marines in the Pacific—Master Sergeant Link was wounded on Bougainville—pretty well steered him to the danger he has faced as a crime reporter.

Link is a member of one of St. Louis oldest families and grandson and namesake of one of the city's best known early architects, the late Theodore C. Link who designed St. Louis' Union Station. He started his newspaper career as a cub reporter for the *St. Louis Star* in 1924 at \$15 a week. He had studied for a year at Washington University and spent several months selling stoves when the exploits of a family friend on the *Globe-Democrat* lured him into newspaper work.

It was a wise choice. His work during 1951 contributed materially to the winning of another Pulitzer prize by his newspaper.

Link also received high praise from Senator Kefauver who said following his committee sessions that "in numerous instances, the first leads on the connections between the underworld, conniving politicians, and corrupt law enforcement officials were supplied to committee investigators out of Ted Link's voluminous files, the product of his own personal pre-Kefauver investigations of such matters. It is a pleasure to acknowledge his co-operation and I express my thanks for it."

# How America's First Press Martyr Gave His Life for Freedom

(Continued from page 9)

so conspicuously in the discussion and agitation of a question, in which our city is made the principal theatre."

The chairman of the meeting at which this resolution was passed was Samuel G. Bailey, and the secretary, W. F. DeWolf.

The words "editors from abroad" referred to the Rev. Mr. Lovejoy's birth in Maine and his residence in St. Louis before coming to Alton as a safer place in which to conduct his free press, unimpeded, as he had hoped, by the pro-slavery men and sympathizers in the essentially Southern community of St. Louis. Slavery is practiced in Missouri but is illegal in Illinois.

**T**HE Rev. Mr. Lovejoy addressed this meeting, and if an opinion may be ventured at a date so soon after his death, it is that his remarks will assure his place in history as a fearless champion, in the very teeth of danger, of the right of each individual citizen to hold to the beliefs of his mind, heart and conscience.

After obtaining the floor, the editor went to the desk in front of the largely hostile and protesting assembly. Those who were present say he spoke substantially as follows:

"Mr. Chairman—it is not true as has been charged upon me, that I hold in contempt the feelings and sentiments of this community, in reference to the question which is now agitating it. I respect and appreciate the feelings and opinions of my fellow-citizens, and it is one of the most painful and unpleasant duties of my life, that I am called upon to act in opposition to them.

"If you suppose, sir, that I have published sentiments contrary to those generally held in this community, because I delighted in differing from them, or in occasioning a disturbance, you have entirely misapprehended me.

"But, sir, while I value the good opinion of my fellow-citizens, as highly as anyone, I may be permitted to say that I am governed by higher considerations than either the favour or fear of man. I am impelled to the course I have taken, because I fear

God. As I shall answer it to my God in the great day, I dare not abandon my sentiments, or cease in all proper ways to propagate them.

"MR. Chairman, have not desired or asked any compromise. I have asked for nothing but to be protected in my rights as a citizen—rights which God has given me, and which are guaranteed to me by the Constitution of my country.

"Have I, sir, been guilty of any infraction of the laws?

"Whose good name have I injured?

"When and where have I published anything injurious to Alton?

"Have I not, on the other hand, laboured in common, with the rest of my fellow citizens, to promote the reputation and interests of this city?

"What, sir, I ask, has been my offense?

"Put your finger upon it—define it—and I stand ready to answer for it. If I have committed any crime, you can easily convict me. You have public sentiment in your favour. You have your juries, and you have your attorney (at this point the speaker looked directly at the Attorney General of Illinois who was in the room). I have no doubt that you can convict me.

"But if I have been guilty of no violation of law, why am I hunted up and down continually like a partridge in the mountains? Why am I threatened with the tar-barrel? Why am I waylaid every day, and from night to night, and my life in jeopardy every hour?

"YOU have, sir, made up, as the lawyers say, a false issue; there are not two parties between whom there can be a compromise. I plant myself, sir, down on my unquestionable rights, and the question to be decided is, whether I shall be protected in the exercise and enjoyment of those rights—that is the question, sir—whether my property shall be protected; whether I shall be suffered to go home to my family at night without being assailed and threatened with tar and feathers, and assassination; whether my afflicted



Irving Dilliard, editor of the St. Louis Post-Dispatch's editorial page, has made a study of Elijah Lovejoy's death in the nearby city of Alton.

wife, whose life has been in jeopardy, from continued alarm and excitement, shall night after night be driven from a sick bed into the garret to save her life from the brickbats of the mobs. That sir, is the question."

At this point, the Rev. Mr. Lovejoy was almost overcome with emotion and had difficulty in restraining his intense feelings. His reference to "property" and its protection was to his printing press and not to his small and unimportant personal possessions and those of his wife in their cottage. The audience was much moved and even some of those who objected to his course were observed to be weeping.

Then the editor continued with remarks which have been proved to be only too tragically prophetic. He said:

"Forgive me, sir, that I have thus betrayed my weakness. It was the allusion to my family that overcame my feelings. Not, sir, I assure you, from any fears on my part. I have no personal fears. Not that I feel able to contest the matter with the whole community, I know perfectly well that I am not.

"I know, sir, that you can tar and feather me, hang me up, or put me in the Mississippi, without the least dif-

ficulty. But where shall I go? I have been made to feel that if I am not safe in Alton, I shall not be safe anywhere. I recently visited St. Charles to bring home my family, and was torn from their frantic embrace by a mob. I have been beset night and day at Alton.

"And now if I leave here and go elsewhere, violence may overtake me in my retreat, and I have no more claim upon the protection of any other community than I have upon this. I have concluded, after consultation with my friends, and earnestly seeking counsel of God, to remain at Alton and here to insist on protection in the exercise of my rights.

"If the civil authorities refuse to protect me, I must look to God; and if I die, I have determined to make my grave in Alton. I have sworn eternal opposition to slavery and by the blessing of God I will never turn back. With God I cheerfully rest my cause. I can die at my post but I cannot desert it."

ONE of the citizens of Alton, who was present, told the writer he believed the editor knew full well that one slip of the tongue might prove the final incitement to those who were seeking his blood. This observer recalled the appearance of the soon-to-be martyr as follows:

"His countenance, the tones of his voice, the whole appearance indicated a mind in a heavenly frame, and ready to acquiesce in the will of God, whatever that might be. I confess to you, that I regarded him at the time, in view of all the circumstances, as presenting a spectacle of moral sublimity, such as I had never before witnessed, and such as the world seldom affords. It reminded me of Paul before Festus and of Luther at Worms."

It was after this meeting that the new press arrived. Great care was taken to protect it from the fate of earlier presses. The first press had arrived on a steamboat from St. Louis on a Sabbath morning soon after the Rev. Mr. Lovejoy came to Alton. The common belief that physical labor on Sunday is a desecration of the Lord's day caused the press to be left on the wharf. Sometime Sunday night it was pushed into the river by persons unknown.

Citizens of Alton generally looked on this as an outrage and a public meeting was called to condemn the vandalism. Not only did they unanimously condemn the destruction of the press, but while carefully expressing their disapproval of abolitionism and its agitation, pledged the money for a new press.

A high mark in the rising contro-

versy occurred last July 4, when the Rev. Mr. Lovejoy employed the 61st anniversary of the nation's birth as the day on which to print a call for a meeting of anti-slavery people at Alton to form a state auxiliary to the American Anti-Slavery Society.

Many citizens were now outraged against Lovejoy, not so much because of the issue involved, but because his stand had disturbed the even tenor of the community. A mob destroyed the second press and a third. Each time a new press was sent by the Ohio Anti-Slavery Society. It was still another press that arrived after the meeting at which the Rev. Mr. Lovejoy had in effect prophesied his own martyrdom.

AS SOON as the steamboat was heard, friends intended to start for the landing to receive the press and protect it. The mob was no less vigilant. One of their number was stationed at St. Louis to report the press' arrival there. A friend of the editor had also remained in St. Louis for the same purpose. Actually an arrangement was made with the steamboat to land at 3 o'clock in the morning, a fact known only to a few.

As a consequence the press was quickly moved to the warehouse of Godfrey, Gilman and Co., a stone building, which is actually two connected structures. It stands quite close, on its south side, to the Mississippi, which at this point flows from west to east rather than to the south.

A few of the mob happened onto the transfer of the press to the warehouse and threw some stones. Aside from that, there was no violence until the next night. Throughout the day word of the new press spread in the town and by 10 o'clock at night, inmates of saloons and other places began to augment the mob. The rioters gathered at the warehouse.

Mr. Gilman, one of the owners of the building, asked them what they wanted. From William Carr, their leader, the cry came back: "The press!" Mr. Gilman then told them that the press would not be given up and added: "We have no ill feelings towards any of you, and should much regret to do any injury; but we are authorized by the Mayor to defend our property and shall do so with our lives."

Soon stones were thrown by the mob and windows were broken. Then shots were fired into the windows. Those within the building returned the fire in defense of their lives. Several in the mob were wounded and one, named Bishop, mortally injured.

This halted the mob temporarily. The wounded were taken away. Mob

leaders then made a round of the rum-shops and recruited many more to their side. They returned with ladders and materials to set fire to the roof, and busily set to work with curses and shouts of "Burn them out!"

This led to the death of the editor as previously described.

A FEW facts about the slain husband and father, prior to his arrival in Alton, are in order. He was born Nov. 9, 1802, the son of a Maine clergyman, the Rev. Daniel Lovejoy and his wife Elizabeth (Pattee) Lovejoy, both of old New England stock. He was graduated from Waterville (Colby) College in 1826, taught school until May, 1827 and then emigrated to St. Louis, where he taught school and edited a Whig newspaper.

Deciding to follow his father in the ministry, he went to the seminary at Princeton and was licensed to preach in April 1833. Then he returned to St. Louis and became editor of the Presbyterian weekly for the far West, the *St. Louis Observer*. He soon made it a vigorous battler against slavery and other injustices.

St. Louis, river port for a heavy Southern trade, would hear no discussion of the slavery issue. Protests multiplied until the Rev. Mr. Lovejoy, rather than moderate his tone, came, in 1836, to Alton, about 25 miles up the river and currently the most prosperous community in Illinois. Since emigrants from New England and other Eastern areas make up its population, he expected to find a sympathetic audience here. As a mark of good will to the community, he renamed his journal, the *Alton Observer*.

Prior to the martyrdom of Lovejoy, the most celebrated case involving freedom of the press was that of the printer John Peter Zenger in New York, in 1735. Zenger was charged with libel against New York's colonial governor, high-tempered William Crosby. The Zenger court case lasted only one day. Unexpectedly a prominent Philadelphia lawyer, Andrew Hamilton, then 80 years old, appeared to defend Zenger. Hamilton argued that the case was not one of "a poor printer but every free man." With the red-robed English judges sitting angrily on the bench, the jury returned a verdict of "innocent" for the defendant.

Important as the case of John Peter Zenger has been to freedom of the press up to now, it seems clear that the martyrdom of Elijah Parish Lovejoy must eclipse it. The New York printer went to court and was freed, the Illinois editor went to his death.





The wide range of feature material available in Washington, D. C., is suggested by this 2,000-year-old scroll of the Book of Isaiah, whose owner, shown above at the Library of Congress, says was found in a cave near Jericho.

## You Name It—D. C. Has It

By H. G. MAAS

As capital of the world, Washington has developed into a fact-and-photo cornucopia; one researcher tells how he taps this editorial horn of plenty.

**D**EPRESSION, war and now the atomic age, have made Washington the capital of the world. Events have led the federal government into new foreign and domestic fields of activity. Billions of the taxpayers' dollars have mushroomed government agencies in size and number. On a like scale, trade, labor, industrial and other private organizations have expanded Washington functions and staffs in a reflection of the teeming interests and work of a dynamic America. Potential feature material flows constantly from the activities of government agencies, Congressional committees, embassies, private associations, corporations, unions, and institutions.

Washington for many years has been an important information center with such institutions as the Library of Congress, Bureau of Standards, National Research Council and many other fact-storing agencies of the government. But today there is access in

Washington to editorial feature material of a range to stagger the imagination.

There are literally thousands of sources of information and millions of photographs, original paintings, and original drawings available. These pictures are scattered throughout the city in institutions, in hundreds of government agencies' files, and in private hands in Washington and elsewhere—but available through Washington contacts. Most of the pictures are in the public domain; others, privately owned, have to be cleared for specific uses. Valuable pictorial material and feature story data, too, are often little known—little used because they have to be hunted out and researched from the overwhelming abundance.

**P**ERHAPS every Washington researcher of editorial material has his own favorite method of working, of hunting for desirable material.



Detailed study of the thousands of pictures in the nation's capital can produce such graphic illustrations for features as this one.

Here are some of the methods used by the writer with the Washington Commercial Co., a research firm working for editors and publishers. Some case histories may help to explain them.

We received an inquiry from the editor of a magazine read largely by elderly sick people with strong religious interests. We were asked to suggest suitable features for which we could provide data and pictures; the editor's staff then would write the pieces in the customary style of the publication. We suggested several possible subjects. The editor selected two. One was on the problems posed by improved health and increasing longevity with an accompanying increase in our aged population; the other, was on the discovery, not long ago, of a Bible manuscript in existence at the time of Christ.

Research of material on aging was done with the help of the press officer of the Committee on Aging and Geriatrics, a federal government agency. The press officer made appointments for us with specialists and authorities in the agency. Factual data and pictures were collected from the point of view of directing reader interest toward participation in the activities of their state aging commissions. On the other subject—that of a discovery in a cave near Jericho of a more-than-2,000-year-old scroll of the Book of Isaiah—we had the expert help of Near East specialists on the staff of the Library of Congress and the American Schools of Oriental Research.

The managing editor of a house organ published by one of the major oil companies gave us a research assignment on the subject we suggested to him—the rapid development of feeder air lines. For this, we used CAA and CAB Information Department data and had the expert assistance of public relations officers of several Washington associations in the aviation field. Thousands of reprints of the resulting article have been made by the oil company.

**A** LARGE number of unusual illustrations were needed for a book to be published jointly by two of the country's leading book publishers.

These were to depict early American transportation equipment on land and sea. Only authentic drawings, paintings, or lithographs extant at the time the various transportation equipment was in actual use could be employed. Photography had not been discovered when this transportation equipment was in use. For this one we just had to dig through the pictorial files of organizations such as the Smithsonian Institution and research old prints, paintings, and ancient books published during the Georgian Period in England and Colonial America. Many selected il-

lustrations in rare old books were photographed for reproduction. Approximately 130 pictures were obtained.

A large-circulation magazine planned a feature on the toughening training today given the men of America's armed services. Through the help of one of the Defense Department Office of Information men, we reached a far away Marine Corps officer who had a collection of photographer's masterpieces depicting jiu-jitsu training given U. S. Marines. These photographs made superb halftones in the magazine.

Another job covered research by the Armed Forces on textiles for military and naval use—an extremely technical and complicated subject. For this, we had to spend time digging out unclassified data and obtaining security releases from Defense Department officials.

**I**N researching pictorial material, we find it best to study the Washington negative files and make our own notes on their subject coverage. This saves time which would be spent later in travelling to the correct office for search on a particular subject. It is highly important to look the pictures over; selection without such a personal review is of very little worth as a rule. Many dull, colorless pictures have to be culled to find a good one.

Sometimes we come up to what seems like a blank wall in searching for a particular picture subject. This happened in a search for a view of a specialized manufacturing operation in a given middle western state. Finally, we telephoned the office of the Senator from that state. The Senator's secretary, who was from the particular manufacturing area involved, helped us to get in touch by long distance telephone with a certain department of the Governor's office in that state. We had the exact picture our client needed within 24 hours.

Similarly, on a hunt for a rare picture of a gas well blowing in, we were directed to an abundant file of just such unusual pictures by a technical man in one of the Washington association offices, a private association. The file was located in a southwestern state, but we were able to get prints quickly by airmail.

These few examples may suggest the riches of Washington's editorial cornucopia. And we still are learning constantly of interesting sources of which we had never before known, despite years spent in this research work.

## 'Journalistic' Still Viewed as A Dirty Word

[Continued from page 11]

cratic mind as breath to the body.

**J**OURNALISM will remain on the fringes of professional recognition as long as there are those outside the craft who regard it with disdain and as long as some newspapermen look upon the job as noncreative.

Re-creation of an event is a creative process which can produce work equal to any imaginative writing outside of poetry. The man who can reproduce the color and excitement of a fire, a political meeting or a cattle show is not only a better writer, he is a better reporter than the man in whose finished story the Who, What, When and Where stick out like the exposed timbers of a jerry-built house.

Moreover, today's increasing trend to interpret the story in the light of its background, to emphasize Why in the famous train of W's, is further indication that the modern reporter needs something more than a good pair of legs and a typewriter.

An accomplished reporter today must have knowledge concerning a formidable mass of material. Government, law, sociology, economics, the sciences, art, sports, and international affairs are all potentially part of his beat unless he goes no further than the obits and the police blotter. In the end, unless he remains in the weekly or small daily field, the reporter probably must specialize. But in whatever field he specializes he is first and always a reporter. It is not romantic to suggest that the job of reporting and interpreting the news can be one of the most satisfying and important jobs in the world today.

The complexity of the world and the necessity to understand it in order that we may survive in it make the journalist's job as important and as vital as any in our society. It is through the reporter's skill with words and his alertness that our society will remain democratic, if it does. It is through that skill with words that the reporter gets the reader beyond the lead paragraph and makes him, too, alert.

I can think of no responsibility greater than that of the journalist; if the journalist discharges that responsibility worthily, I can think of no one who better deserves the dignity and respect of professional status.

## Information Corps Has Woes as Well as Faults

(Continued from page 7)

inflexibility of the federal juggernaut.

There was too much delay between passage of the Fair Labor Standards Act and organization of the Wage and Hour Division. Tens of thousands of complaints and inquiries—by letter and telegraph, by telephone and personal calls—had piled up.

Before the division could really function, the legal branch had to make several interpretations as to application of the act, such as what is interstate commerce, what is the difference between administrative and executive, and what is a salesman. Lawyers worked past midnight for weeks on these problems; my branch put in the same hours. That was typical of a lot of new agencies, including their "press agents."

**O**UR information staff could not answer each query about application of the law to a certain industry or individual, so we grouped the categories. As fast as the lawyers ground out their interpretations, we sent out releases "interpreting" the interpretations to explain simply what legalists like to say in sonorous polysyllables. That one quadruple play—from lawyer to "press agent" to newspaper to businessman—was well worth-while.

Limited as our information branch was, we had difficulty in recruiting competent and experienced newspapermen as our "police reporters." At first, we followed the accepted routine of filling out a formal requisition for a well-defined job and sending it to the Civil Service Commission. The results were not heartening.

Over the years, a number of obsolete information lists had accumulated under weird and misleading titles. The applicants had been graded by persons completely uninformed about newspaper work. In desperation, we induced a friendly commissioner to wink at his own regulations and permit two of my assistants and me to examine the files in the commission office and make selections regardless of grading.

Our incursion was Alice-in-Wonderlandish. Topping a list, with high marks (they were even worked out to fractions), would be individuals whose sole experience in what we sought would be graduation from a minor school of journalism, sub-editorship of a college weekly, or per-

haps assistant advertising manager of an obscure trade monthly. Their current job would be far removed from anything pertaining to journalism. Far down the list would be a not-too-old fellow with excellent background who at the time might be managing editor of a small daily.

Even with our modest demands, the results were meagre. Other information staffs were similarly afflicted. Some of us organized an informal Society for the Production of More and Better Government Informationers, and prevailed on the Commission to scrap the old files and hold a nation-wide examination that would mean something. It was a good examination—stiff but fair—and its preparation included cooperation of several newspaper correspondents and editors. With some really first-grade men and women to draw from, life for all of us "press agents" became more livable.

Meantime, I had a severe personal migraine: application of the Fair Labor Standards Act to the newspaper business and allied enterprises. Even while serving for a time as administrator, I required every complaint or inquiry affecting any aspect of publishing to be laid on my desk.

**T**HE toughest angle resulted from the vagueness of job descriptions, which were the principal criteria for enforcement. Take "news editor." On competing newspapers in the same city, or on different newspapers in one chain, it could comprise widely divergent duties and responsibilities. This applied in a slightly lesser degree to "city editor" and various other jobs.

Under congressional and state pressure, the Wage and Hour Division and other federal agencies of the period decentralized. The division created about a dozen districts throughout the country, each with a local director and attorney. They would interpret and enforce the act with as little reference to Washington as was practical. Their decisions regarding newspapers irked me increasingly. I finally blew up when the following two rulings were made almost simultaneously in adjoining districts:

All employees of newspapers in one large city, excluding only the publisher, were held subject to the act.

No employees of newspapers in another large city were held to be covered.

Right then I determined to have a uniform code for application of the law to the entire printing and publishing industry. Employers and employees alike were consulted, and their views reconciled and consolidated. This exacting work took nearly four years, being completed after I had left the division. I would like to go on record that publishers, editors and business managers with whom I talked were generally more inclined than I to put their employees under the law—at considerable cost to themselves. I have no recollection of any newspaper deliberately trying to evade the law. Conversely, several publishers voluntarily came into my office and accepted rulings calling for mandatory back payments that ran into large amounts.

There was another important phase of government public information that I encountered while with the division, and later.

In the period immediately preceding and during World War II, Washington officialdom was in a confusing flux, both as to personnel and locale. Friends would ask my help in offering their services to the government. They did not know where to go or whom to see. The departments and agencies issued mimeographed directories frequently but could not keep pace with the rapid changes.

I compiled a special directory to help my friends, and for our own use. That, too, fell behind the parade. I recalled the "Mr. Fixit" feature—now used by many newspapers—which I had invented while editor of the *Baltimore Post* in 1922. Why not a "Mr. Fixit" for the federal government in Washington? I carried my idea to Lowell Mellett, then assistant to the President, director of the Office of Government Reports and organizer of the Bureau of Motion Pictures, who also performed as a one-man clearing house for competent newspapermen who wanted government information jobs.

**I** WAS tardy. Mellett already had been overwhelmed by demands from executive departments, members of Congress, businessmen and others for just such a set-up. Soon thereafter there arose on Pennsylvania Avenue, opposite the Willard Hotel, the "temporary" building christened "Mellett's Madhouse"—an appellation stemming from alliteration rather than from actual results achieved.

It worked, and well, serving thousands of bewildered citizens daily. Its only opposition was a small group

of highly vocal newspapermen and congressmen whose slogan seemed to be "down with everything!" No personal pride is involved in that estimate of its efficiency, as I had nothing to do with its operation.

Another example of undeserved criticism was that of the Office of Government Reports. This agency, staffed in Washington and in the field by able and experienced newspapermen, made official data easily available to the public, and reported back to the capital the people's reaction to federal laws and regulations, many of which were quickly repealed or revised as a result. This was a real grass roots operation. Ironically, among its

loudest critics were congressmen who most consistently used its resources (not a rare phenomenon, at that).

**M**Y last job in the government was chief of the newsreel section of the Bureau of Motion Pictures. As such, I was in frequent conflict with my former fellow "press agents." Mostly it resulted from suppression of perfectly harmless news or pictures under the guise of "security." Sometimes it was a plain case of arrogance or stupidity. I recall a shining example.

Claude Collins, my opposite number representing the industry, and I attended a meeting in which a proposal to limit all families to one automobile was discussed. (The four-tires-per-car ruling already was in effect and, with the public cooperating manfully as a whole, was being butchered through governmental incompetence).

When it was my turn to speak a piece, I volunteered:

"The American people will do anything in a war emergency—even to going practically foodless and clothesless—if the government truthfully tells them just two things: it is vitally necessary, and everyone will receive equal treatment. You don't need any sales talk—just facts."

Most of those present agreed. But a Johnny-come-lately information assistant retorted:

"Hell, you don't need to tell the public anything. Just go ahead and do it and they'll have to like it."

Collins and I walked out. The sounder-offer was back in private life a few days later.

As to the present hassle over this grotesque but necessary business of public information, I reiterate that the "press agents" are not necessarily the sole culprits. Most of them are victims of the whims, prejudices, mental quirks and sheer cussedness of their overlords.

Here is an illustration. I was assigned to help reorganize the public relations of the War Department. It was before the attack on Pearl Harbor, but the controversial first peacetime draft was in effect. I already was worn to a frazzle by the inertia, red tape and obfuscations of other departments. The Army, with its petty jealousies, seemed even worse. Nearly everything I attempted was blocked or sidetracked.

Late one evening I was feeling sorry for myself, all alone in my office in the old Munitions Building.

General Marshall strolled in and perched on my desk.

"Well, Jacobs, how is it going?" I was so physically and mentally frazzled that I blurted:

"Look, General, I feel just as though you had given me the Queen Mary, stuck an outboard motor on her, and told me to dock her in the North River."

He smiled quizzically, patted me on the shoulder, and nodded his understanding of the difficulties imposed by his own underlings and of what government information men are up against in their own bailiwicks.

I think that picture can be duplicated in many Washington information offices today.

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Man available for position with Chicago daily or weekly newspaper, magazine, house organ. Three years experience weekly newspaper, 18 months daily. Can write and edit clearly, simply, and accurately. B.J.J. SDX. Just returned from army. Box 386, The QUILL.

Public Relations: Man too impatient to wait for boss' retirement seeks opportunity with large or medium size firm in Chicago area. Master's degree, 30 years old. Experience includes news service, publicity agency, house organ, public and consumer relations. Box 387, The QUILL.

String books speak for returning army public relations specialist available for PR in Chicago after Feb. 1, 1953. Also has year's ad copy-writing experience to offer. Married. Phi Beta Kappa. SDX. Univ. of Wis. journalism grad. Bids? Box 389, The QUILL.

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Public Relations. Pretest position requires constant travel. No home address. Would like to put my intensive public relations background to work for you. Extensive experience in publicity (urban and metropolitan), advertising, radio and newspaper, direct mail and fund raising direction. Married, B. J. Illinois, veteran, age 29. Box 1032, The QUILL.

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## From Quill Readers

Editor, The Quill:

I've read with much interest Leslie G. Moeller's articles on journalism education. I agree with him, and particularly want to stress the importance of not keeping students unfitted for the work in school.

The need for journalism teachers with experience on newspapers, in radio or whatever field they instruct is paramount. In fact the refresher idea, every few years, is a must as I see it.

One of the greatest criticisms heard of journalism schools is that some of them make instructors of their graduates before they have tried their wings and made good in actual practice of their profession. This comes both from employers and undergraduates.

I don't believe this is being done today as it was in the past. The close contact between the schools and the newspapers has shown its importance in Missouri and no doubt elsewhere. We must keep journalism education practical without dissipating the other forms of necessary instruction.

L. M. White, President  
The Mexico Ledger.

Mexico, Mo.

Editor, The Quill:

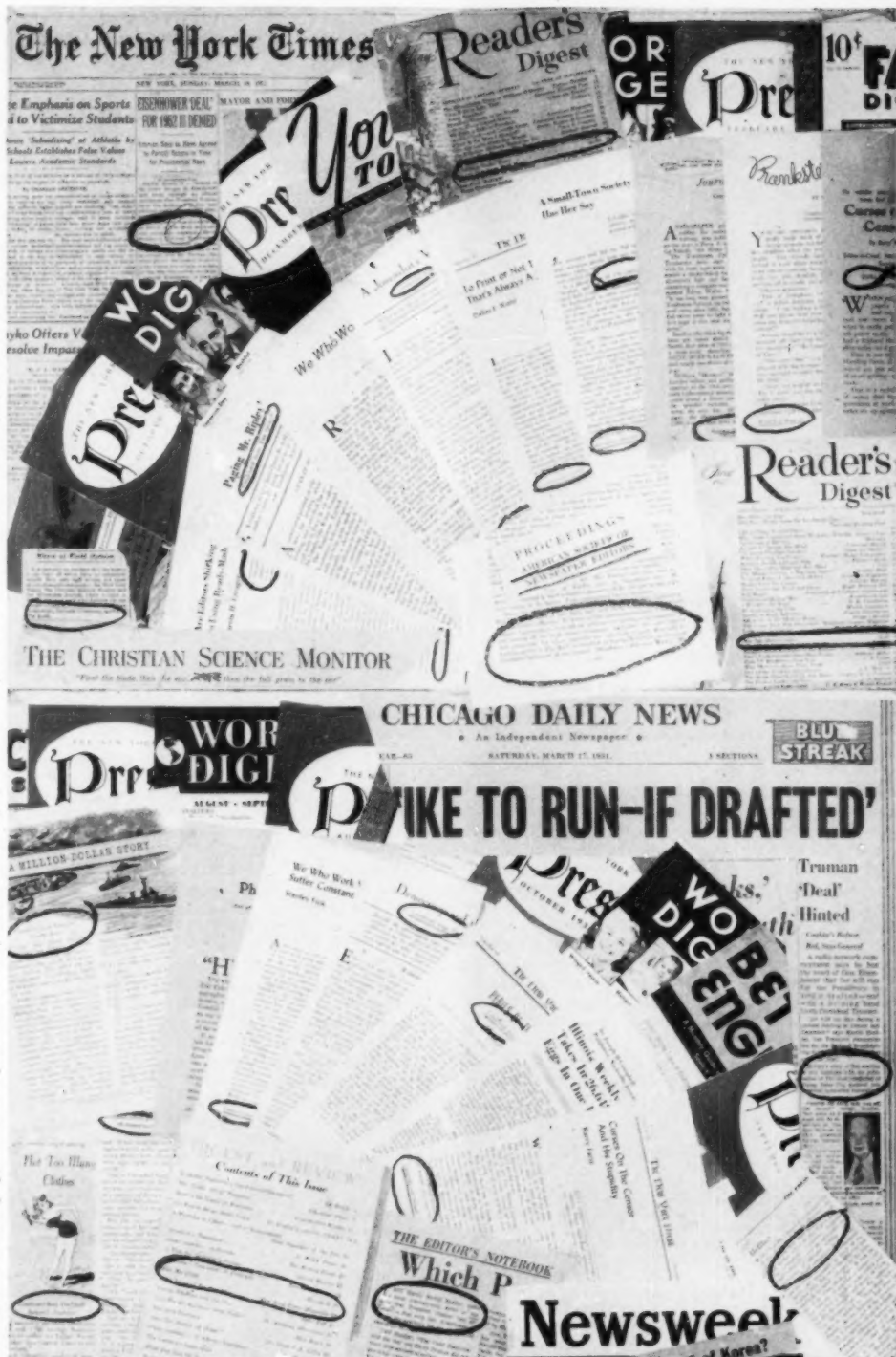
Every month I receive The QUILL and read it with great interest, thus having a small picture of what is going on in journalism in the good old States.

Adalbert Becker

Birkenwaldstr. 75  
Stuttgart, Germany



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21 The QUILL is widely quoted and reprinted . . . The QUILL is widely quoted and reprinted . . . The QUILL is widely quoted and reprinted . . . The QUILL is widely quoted and reprinted . . . The QUILL is widely quoted and reprinted . . .

## The Book Beat

By DICK FITZPATRICK

**A**DVERTISING'S important role in American journalism makes it desirable from time to time to review literature in that field.

Because advertising supports American newspapers, periodicals, radio, television and some special mediums of its own, an understanding of advertising is essential to the well rounded journalist. In addition, some people who start in the editorial phases of journalism end up in advertising. A number of newsmen go into public relations which in many instances is affiliated with advertising.

A good background book in the field of advertising is "The History of an Advertising Agency: N. W. Ayer & Son at Work 1869-1949" (Harvard University Press, Cambridge, Mass. \$7.50). The book, by Harvard professor R. M. Hower, is the second edition of one published in 1939.

The first 200 pages deal with the Ayer company itself. While Ayer is also the subject matter of the second part, running to some 380 pages, it is really a detailed description of the operation of an advertising agency. Chapters deal with relations with clients, planning of advertising campaigns, campaign execution and general services, problems and policies in dealing with advertisements, and the agency and advertising mediums.

The concluding chapter includes some general statements on the direct and indirect effect of advertising as well as the social value of advertising.

This 647-page, well indexed book furnishes an absorbing way of getting acquainted with advertising.

One of the real handbooks of advertising for many years has been Otto Kleppner's "Advertising Procedure" (Prentice-Hall, Inc., New York, N. Y. \$6.65). This 775-page

volume is the book's 4th edition.

The major parts of the book deal with purpose of advertising, preparation of advertising, delivering the advertisement (mediums), the machinery in motion (details of the advertising business such as market research, copy testing, campaigns and the like) and the place of advertising (outlining the economic and social aspects of advertising).

The book includes appendices giving pertinent points of five federal laws affecting advertising, an outline of where to find out about advertisers and advertising, and a 24-page glossary of procedures.

If students, practitioners, or teachers of journalism want one complete understanding reference book in the field of advertising, Kleppner's is recommended without hesitation.

**W**HILE advertising is a complicated business and involves many things besides writing, the written word in advertising is still the pay-off. This phase of the business is well covered in "Advertising Copywriting" (Prentice-Hall, Inc. New York, N. Y., \$7.65). The book is written by P. W. Burton, Bowman Kreer, and J. B. Gray Jr. The first is professor of advertising at Syracuse University, the others with top agencies.

This 521-page indexed book is divided into twenty chapters which cover every conceivable phase of copywriting, including writing for mail order selling and outdoor advertising, as well as radio and television. It includes chapters on copy research and legal aspects of advertising copy.

Advertising has utilized research to the utmost. It is so well organized that for instance tables have been prepared to assist persons in planning newspaper campaigns so that they can tell in practically no time how much any type of campaign will cost. These tables will be found in "How Much Will It Cost?—A Guide to Newspaper Advertising Costs in the United States and Canada" (Bureau of Advertising, American Newspaper Publishers Association, New York).

Not only has advertising utilized research, it has also put psychology to work to help it do a better job. An excellent and introductory book covering both aspects is "Advertising Psychology and Research" (McGraw-Hill Book Co., New York, N. Y., \$6.50). The authors—Darrell B. Lu-

cas, a New York University professor and advertising consultant, and Stuart H. Britt, formerly of McCann-Erickson—are both well known for previous work in these two fields.

The first phase—psychology—is covered in the first four parts of the book under such headings as psychological objectives of advertising, advertising appeals and copy themes, alternate techniques of presentation, and mechanical factors affecting advertising. The other phase—research—is covered in the last two parts: Measurement of advertising effectiveness and evaluation of audiences.

In 765 pages, the authors have done a superb job of summarizing the use of psychological data to increase advertising effectiveness. Their points on measurement and evaluation are the best organization of that material. Research material as it relates to advertising in such phases as market research is not particularly new. But systematic presentation of the field of measurement of effectiveness and audience evaluation in such a complete and systematic way is new.

If one were to have two books on advertising, "Advertising Psychology and Research" would have to be in the collection. For the person who is interested in any part of communication research no matter what medium, this would be the primer. There is no good handbook available for the general reader on how to conduct communications research. This book ably tells one how to do so.

Another book covering primarily the psychological aspects, although it does mention to some extent, methods of evaluating effectiveness, is Melvin S. Hattwick's "How to Use Psychology for Better Advertising" (Prentice-Hall, Inc. New York, N. Y. \$7.65). This is a large page size (8 x 10) book of 376 pages which is profusely illustrated. It is a good book on advertising psychology and deserves special credit for its very effective use of illustrations. However, it does not compare with the Lucas and Britt book.

**F**OR dealing primarily with book production, many newsmen may want to refer to a quick, but not superficial, book on typography as is Oliver Simon's new "Introduction to Typography" (Harvard University Press, Cambridge \$3.00).

In 137 pages, Typographer Simon presents much material running from rules of composition and choosing type faces to paper, press work, binding, and jackets. The book has a handy glossary and bibliography and includes samples of page forms.

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A "gel breaker" is then introduced to help return the "gel" to a fluid state. Oil previously held captive now has a channel of escape through the new cracks and widened fissures held open by the sand. It can now flow or be pumped to the surface.

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**EVERY DAY** oil men now recover more petroleum for your needs than ever before. Combining hydraulic pressure and a heavy jellied kerosene, they apply a "liquid wedge" thousands of feet below surface to split layers of rock around the well bore—thus releasing oil previously held captive by tight rock formations.

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There are great possibilities in "Hydrafrac," developed by the Stanolind Oil and Gas Company, a subsidiary of Standard Oil. Of more than 12,000 wells treated and tested, 3 out of 4 have responded with notable—in

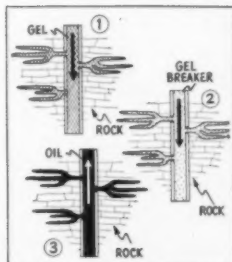
many cases, spectacular—increases. Whole fields, previously considered not worth developing, are now producing oil.

"Hydrafrac" can be used by any oil producer—as a licensed service. For many years Standard Oil has offered, through license, its new process improvements. Hundreds of its patented developments are being used by the industry, all at reasonable royalty rates.

The "Hydrafrac" story vividly shows the importance of research. It also shows how cooperation and sharing of research benefits can make more petroleum and petroleum products available to you.

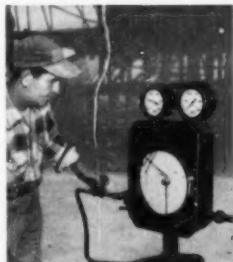
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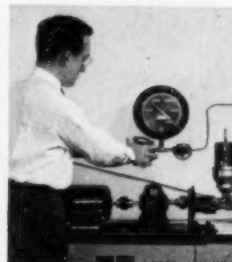


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2. A "gel breaker" is introduced to help return "gel" to fluid state.  
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THE QUILL for October, 1952



**RESEARCH GOES ON** to solve underground secrets. J. W. McClanahan, Jr., a "Hydrafrac" service engineer, checks the critical step in treating a well. As the gauges register a build-up of pressure to 2,800 pounds per square inch, then drop off, the engineer knows that underground fracturing has begun. Well opens up and flows at 294 barrels a day!



**RESEARCH GOES ON** improving the "Hydrafrac" process. In a laboratory, G. C. Howard shows the principle of the process by fracturing a rock specimen with an improved Napalm "gel." Pressure has hit 1,600 pounds per square inch on the "gel." Only through continuous experimentation can new and improved processes be developed.



**RESEARCH GOES ON** to help John Fenton of Joliet, Illinois, "fill 'er up" for Albert Kinson, just as thousands of other Standard Oil dealers do for millions of customers. Research has helped make gasoline one of today's biggest bargains. It has raised the quality so that two gallons today do the work that took three in 1925.

# you eat your cake.. and keep it, too!

We were in a newspaper publisher's office the other day, swapping stories on stuff dear to any newspaperman's heart. Nice office—comfortable, not ornate, lots of book shelves, lots of books. And a generous pile of back issues of **EDITOR & PUBLISHER**.

We remarked on his fine taste in literature, directing our unabashed gaze at **E & P**. "You should see the pile in our storeroom," he said grinning. "I'm no string saver by instinct, but I certainly hate to throw those away. Never can tell when I want to check back on something."

Lots of our readers do the same thing—newspapermen, advertisers, writers, agency men—they all find **E & P** so essential to their

work that missing one issue can throw their whole week into a tizzy.

**EDITOR & PUBLISHER** dishes up some mighty delectable reading every week—everything that goes on in the newspaper field. Pick up any issue and you'll get the latest, hot stories on circulations, trends, mergers, photography, behind-the-scenes operations, conventions, radio, and television. And now we have a big special section devoted to the advertiser and the newspaper.

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